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1942

NEOSHO

Growers
GUIDE

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U. S. Department of Agriculture



NEOSHO
NURSERIES CO.

NEOSHO
MISSOURI

"No Order Too Small, No Service Too Great"

GUARANTEE

Every item we sell carries a complete guarantee of your entire satisfaction. We guarantee you will be pleased when shipment reaches you; that stock will be true-to-name, and arrive in a live, growing condition. You will be doing us a favor in reporting any complaint of any nature. Stock will be replaced or money refunded, as you prefer, on any complaints received within ten days.

FIVE FACTORS INSURE SUCCESS

Eternal Vigilance

in digging, grading, handling and packing our Trees and Plants.

The Desire, Will and Determination

instilled in every employee to give each customer on every transaction more than their money's worth.

Skilled Workmen

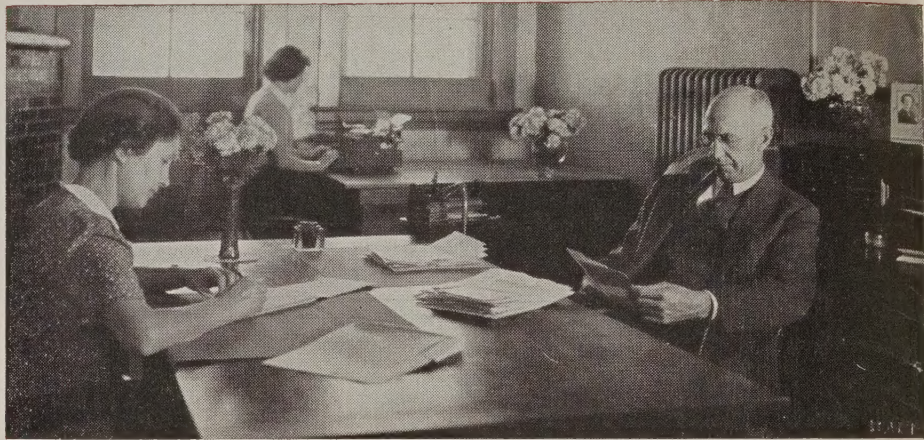
of 27 years' training and experience.

Modern Equipment

of the latest design accomplishing better results at a lesser cost.

Four Hundred Acres

of productive soil maintained at a high state of fertility.



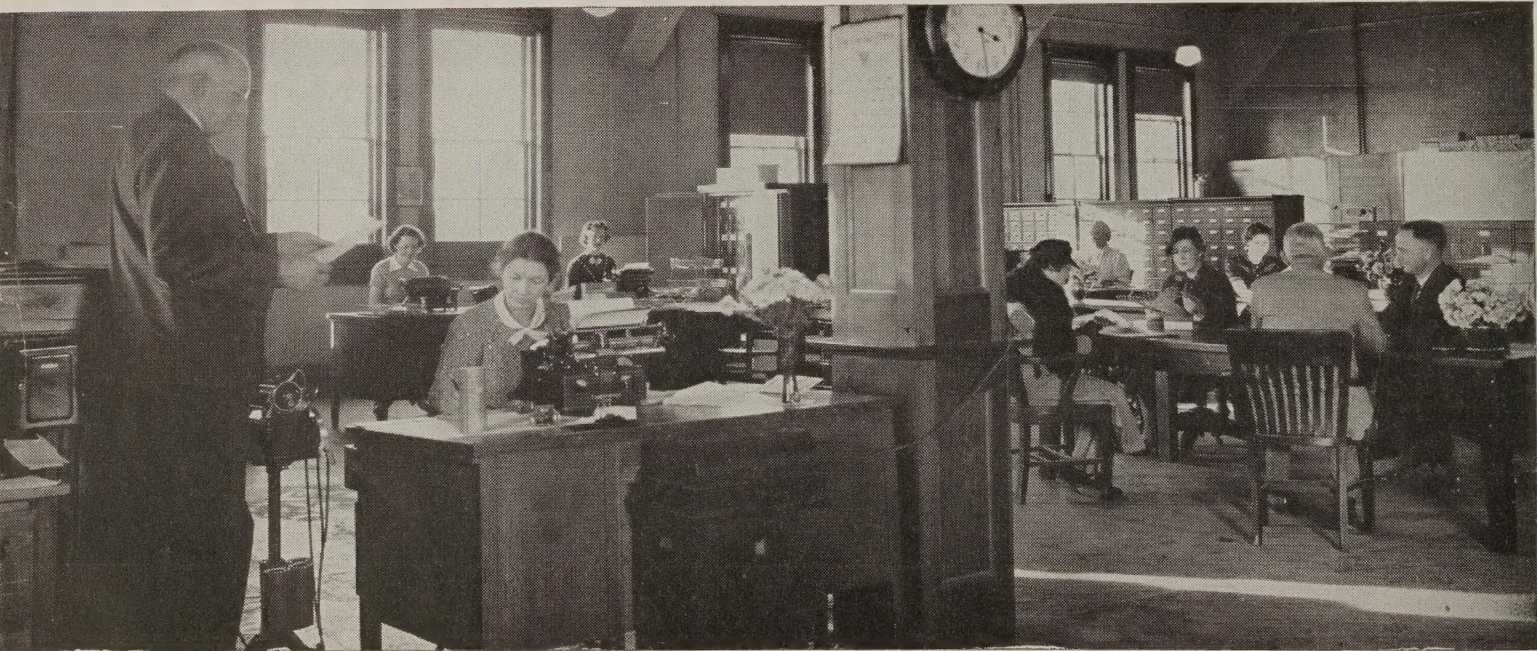
A. E. WESTON, President and General Manager

"YOURS FOR GROWING SATISFACTION"

Though we are a large Company and do a national business, I desire to have every customer think of us as a friendly group of home folk banded together not only to produce the finest in trees and plants, but to give friendly, personal, prompt, courteous service to every customer.

"Yours For Growing Satisfaction"

President and General Manager



A competent office force under personal direction of our Treasurer, G. B. Williams, insures prompt and efficient service to our Mail Order customers, and a courteous reception to those who can drive direct to the Nursery to make their selection.

OUR BUSINESS IS ALWAYS GROWING

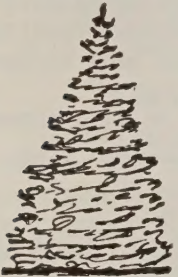
96,400 EVERGREENS IN ONE BLOCK



245 Rows, Rows $\frac{1}{4}$ mile long.

We specialize in the finest types of Evergreens suited to mid-west soil and climatic conditions.

This view shows only one of our several Evergreen fields.



DIRECT TO YOU FROM OUR 400 ACRE GROWING GROUNDS

We've mentioned many times in our catalogue that we own and operate 400 acres of fertile land in the growing of our nursery products. But this hardly gives a true picture of our extensive operations. When I say we grow 100,000 peach trees, 60,000 apple and a quarter million shrubs, that's different. Then let's add 20,000 roses, 100,000 evergreens, 10,000 shade trees and countless other items. You can readily picture then the Neosho Nurseries as one of the largest in the United States who not only offer the widest assortment of new and improved varieties from which to make your choice, but hundreds of specimens of each item.

From field to air conditioned storage all stock is

transported in enclosed and covered air tight trucks especially constructed for this purpose.

We maintain a trial grounds and test orchard for testing new varieties to find if they are suitable to soil and climatic conditions, to determine if they are hardy, productive and resistant to disease before offering them to our customers.

Our office and packing house at Neosho covers 37,000 sq. ft. At Newtonia, 11 miles east of Neosho, where most of our Hagerstown silt loam land is situated, we have many buildings, including a concrete storage house where the stock is graded and sorted without exposure to drying sun or wind.

Our storage at Neosho is the largest nursery storage in this part of the country, and temperature is controlled with an air conditioning system.



No expense is spared and every precaution is taken to preserve the life and vitality of Neosho trees and plants.

DIRECT FROM GROWER TO CUSTOMER

PROFIT AND PRIZES ON "NEOSHO TREES"

What Neosho Nurseries Customers Say About Our Heavy Bearing Trees



Either for Commercial or Home Use Neosho Trees Will Prove Superior

Many prominent orchardists throughout the country have been buying Neosho Fruit Tree Stock for many years. Many who used to buy from other nurseries now buy from Neosho exclusively. Many hundreds of letters like those on this page and elsewhere have been received from customers who were so well satisfied with their purchases that they wrote to tell us about their satisfaction.

All these facts prove the outstanding **quality** of Neosho Nursery Stock. When you plant an orchard, remember that the price of the tree is a small item compared with the cost of bringing them into profitable bearing. A few pennies saved on the original cost of the tree may mean disappointment and the loss of years of time and labor.

Save yourself trouble, expense and possible serious losses by buying Neosho Nursery Stock.



FRUIT GROWERS PRAISE NEOSHO TREES

TESTIMONIALS

Neosho Nurseries Co.

Last spring I ordered fruit trees sent to Mr. Lon Keeney, Prosperine, Mo., for my farm. It was so late we hesitated to plant. I saw the orchard last week. Lost only one apple and one peach of the whole lot—a record. They have grown to more than double size of planting and look very thrifty. Am planning to plant some more when you think best time of year to do so. I have 1050 acres and want to plant more orchard.

I am,
D. W. Boitnott, Dean
Lamar College
Beaumont, Texas

Neosho Nurseries Co.

"Looking forward to showing you our project down here. I have probably the best example of why the best is the cheapest in the long run. Side by side are the fine .19c trees purchased from you and .04c bargain priced trees from one of your competitors. And to top it off—the 1500 cheaply priced trees first planted in March last year, I have had to replace over 1000 of them."

James S. White
Colcord, Oklahoma

Junction City, Kansas,
April 3, 1941.

"My order for trees, shrubs, etc., was received March 31st, in good condition and have been planted. I don't understand how you can develop such very fine roots. You surely have wonderful soil for fruit tree growing. Will say I am more than satisfied."

J. M. Wilson,
437 W. 9th St.,
Junction City, Kansas.

Harrison, Arkansas,
February 17, 1941.

"This shipment arrived in A-1 condition and we are more than pleased with condition and variety of plants. It is a pleasure to deal with you people, and I thank you for careful consideration given this order."

Respectfully,

W. G. Tynes,
Brotherhood of Locomotive Firemen
and Enginemen.

Parker, Kansas,
April 8, 1941.

A. E. Weston:

We got home all right. We sure enjoyed the visit with you at the plant. We got the 2000 grape vines planted the next Monday morning. I had 7 men planting. The men all say they never saw such fine 2-year-old grape vines. We got a good 1-inch rain and they are starting to bud.

The Mrs. said many thanks for the gift of 2 Bush Cherry and one Lilac. The cherry trees are blooming, doing fine. You will be hearing from me next year, and many thanks.

Yours respectfully,

Mr. and Mrs. Frank Scott,
Parker, Kansas.

FROM "SUNNY LAND OF THE OZARKS"

Nature-Blessed Ozark Weather and Soil Help us Produce Vigorous Plants

There's a reason for Neosho's superior plants and trees! Mother Nature has blessed this famous Ozark region . . . with favorable weather conditions . . . a long growing season . . . and wonderfully fertile soil. We own and operate 400 acres of Ozark Hagerstown silt, loam soil . . . long recognized by horticulturists as the finest type of soil to produce plants with strong, vigorous root systems.

This Gives Us a Great Advantage in Producing the Finest Trees and Plants . . . at lowest possible cost. And it gives **you** an advantage, too . . . as we pass this saving on to our customers.

When You Plant . . . You are Making an Investment—So it pays to plant the highest quality nursery stock . . . especially when you can get it at Neosho's lower prices. Make your investment permanently profitable . . . with ever-increasing value . . . by starting right with superior Neosho plants and trees!

IT PAYS TO BUY QUALITY

We Constantly Add New Improved Varieties

You always get the best . . . in making selections from Neosho stock. For we are constantly improving and are continually adding to our list, the newer and improved varieties.

No extra middleman's profit when you buy DIRECT from the widely known Neosho Nurseries

Ordering from Neosho is like buying "direct from the factory." For our factory is the good earth. We raise our own plants, and sell **direct from the ground to you . . .** doing away with the middleman. What would ordinarily be the middleman's profit . . . is passed on to you in lower prices. So order at Neosho's lower direct-from-the-grower prices . . . and get the highest quality stock . . . at the lowest possible cost!

TERMS:

All prices, unless otherwise specified, are f.o.b. Neosho; 10% deposit with order, balance when you are ready for shipment.

GUARANTEE:

We guarantee you will be pleased when shipment reaches you; that stock will be true-to-name, and arrive in a live, growing condition. Stock will be replaced or money refunded, as you prefer, on any complaints received within ten days.

TRUE-TO-NAME WARRANTY — We offer to replace without charge, or refund the purchase price of any stock that should prove untrue-to-name.

WE OWN AND OPERATE 400 ACRES



One of our fields with 100,000 Peach Trees.

Opinions of Leading

Balanced Planting Will Prove Profitable

"In regard to the future of the deciduous fruit that a well balanced planting of apples, now or in the immediate future, will prove to be very profitable to anyone that will do so.

"Plantings of the smaller fruits, (grapes, cherries and berries), where well taken care of have, in my observation, proven to be profitable in nearly every case.

"The states in which I contact the fruit growers are Indiana, Illinois, Missouri, Arkansas, Tennessee, Oklahoma, Kansas, Iowa, Nebraska, Colorado and New Mexico."

Standard Oil Spray Products.

D. P. Dell, Dist. Sales Promoter.

Horticulture Versus Agriculture

"When any kind of agricultural production in the past has paid good returns, fruit crops have been profitable. It is safe, therefore, for growers of apples, peaches, cherries, and small fruits to make this prediction for the future."

T. J. Talbert,
Dean of Horticulture,
Missouri University.

Big Opportunities for Average Farmer

"The Ozark region appears to offer a splendid opportunity for farmers who will set out well adapted fruit varieties on suitable soil and locations. Not only is there an opportunity for the commercial grower, but also for the average farmer with small orchards as a supplement to the family food supply and to boost the farm income. Profitable, average net returns can be realized over a period of years with proper cultural and marketing methods."

Gene M. Moses, Farm Editor
Joplin Globe Publishing Company
Joplin, Missouri

Would Pay Anyone to Plant Acreage of Young Orchard

"In placing my order with you for apple and peach trees, I feel that there is nothing I could plant on my farm that would bring in more returns, and now that the acreage of apple trees is so low, I think it would pay anyone to plant out an acreage of young orchard. The trees I have received from you have been very satisfactory."

Fred Turner, President
Missouri State Horticultural Society

Your Problems are Our Problems

"Proper selection of site, choice varieties and proper care will result in profitable production."

We are anxious to help you by properly planning your orchard for a Profitable Future. I will give your Individual problems my Personal Attention.

A. E. WESTON



\$5,189.00 Gross Sales in 1940 from 19 Acres

"On our 19 acre practical fruit farm of 15 year old Apple Trees, our gross sale was \$5,189.00 in 1940. Here are the figures in detail:

\$5,189.00 Gross Sales 1940

from

19 Acre, 15 year old apple orchard

Here are detail figures.

Number of Trees	Total No. Bushels	Gross	Average Per Tree
300 Grimes	2,510	\$1,763.80	\$5.87
50 Yel. Delicious	169	118.10	2.36
300 Jonathan	1,559	1,623.60	5.40
600 Ada Red	1,648	1,783.50	2.96
	6,060	\$5,189.00	

Average gross income per acre \$273.00."

Apple Orchards Planted Now Will Bring in Future Profits

"I think any planting of apple orchards now, of the right varieties, will pay big dividends in a few years, as orchards here are going out many times faster than new ones are coming in."

W. J. Linderman
Large Commercial Orchardist Operating 100 Acres.
Marionville, Missouri

New Market Methods Make Peaches Profitable

"It looks to me like there are good prospects for peaches in the future, because there is now being worked out, in almost all parts of the country where peaches are grown, a marketing plan, also a grading and packing plan, to get the best grades possible on the markets and to help to keep from demoralizing the market with culls and low grade fruit. I do not believe there can be too many good peaches put on the markets, if they are well distributed and gotten to the consumer without too much marketing expense, so the consumer can afford to buy at a reasonable figure. I think the greater number of growers in this state have come to that conclusion and will work together to get the better grades and pack, in fact there is now a movement on foot here to that end."

Barnet L. Thompson
Thompson Orchard Co.
Growers and Packers of Fancy Elberta Peaches
Nashville, Arkansas



One Years Growth of Neosho Peach Trees . . . Planted By State Colony Training School, Pineville, La.

MORE FRUIT GROWERS DIVERSIFYING PRODUCTION

"Today we find more apple growers diversifying in their production and raising peaches, plums, cherries, grapes and berries along with their apple crop.

"As we find better varieties adapted to our growing conditions, this diversifying will continue and probably increase during the next five years. The value of growing several fruits is obvious. There is less risk of having a complete failure each year, and over a period of years the grower will have a much more normal average income each year."

Paul H. Shepard, Director
Missouri State Fruit Experiment Station
Mountain Grove, Mo.

Reliable Sources For Help And Information

Here in Missouri, at Mountain Grove, the State maintains and operates several hundred acres, under the able direction of Paul Shepard, planted in fruits of all kinds, apple, peach, plum, pear, cherry and berries. Their mission is to prove quality, productiveness and adaptability of different varieties; to test effectiveness of different fertilizers, spray materials, methods of pruning and cultivation, all with the aim of aiding producers of fruits to profitable production. Our State also provides a Horticultural Extension Service under the supervision of the Horticultural Department of the State University, directed by W. H. Martin, Columbia, Missouri. The same service is offered by many other states, and we recommend to our customers to advise with the State Departments for competent, unbiased information regarding any problems that may confront them. Local County Agents representing the United States Department of Agriculture are also always willing to help.

No Difficulty in Marketing First Grades

"There still is a very brisk demand for good peaches in this state, and when they are grown properly there is no difficulty in marketing all the first grades. Our main drawback here is the gamble with the weather. However, the growers who have taken care of their trees have profited well from an average of three crops out of five. Some of the more fortunate growers have averaged four crops out of five, and they all say that there is a good possibility of increasing acreage."

Oklahoma Agricultural and Mechanical College
G. F. Gray
Assistant Professor
Dept. of Horticulture

Plans On Setting Sixty Acres This Fall

"As to the future for apple growers in Missouri, it is my opinion that now is a better time than ever before for growers to set more acreage. We plan on setting sixty acres this fall. We have one hundred fifty acres, five years old, which yielded a nice crop this year."

Pike Co. Producers by J. W. Cannon
Clarksville, Mo.



E. D. Martin's Transparent Orchard, Gravette, Ark.

In Mr. Martin's orchard pictured above, 2,010 bushels were picked from 231 sixteen-year-old trees in the summer of 1941.

Young Orchards Every Four or Five Years

"If a person is in the fruit business it is just like any other line of business. He has to keep his plant up in good shape, and by that I mean a man who is depending on the fruit business for his living ought to have young orchards coming along every four or five years, putting out additional acreage and cutting down the older or unprofitable trees."

F. H. Simpson
F. H. Simpson Company, Flora, Illinois
Car lot distributors of apples, peaches, pears.

Optimistic About Missouri-Arkansas Fruit Growing

"I am quite optimistic about the future in northwest Arkansas and southwest Missouri as a fruit growing region. We know what this region has done. With all the additional information and with the certainty that weather conditions will be more favorable in the future than they have in the immediate past, I see no reason why fruit growing should not again take its rightful place. I believe there will and should be this difference. Orchards should be planted in small units but more people will plant orchards. They will be better cared for and production and quality will be enhanced."

J. R. Cooper, Head Horticulture and Forestry
University of Arkansas College of Agriculture
Agricultural Experiment Stations
Fayetteville, Arkansas.

Must Look Ahead From Three to Ten Years

"The apple, or fruit, if you please, has been the most outstanding industry in northwest Arkansas for many years. Production is getting lower every year on account of fewer mature trees. We are taking out our old orchards as fast as possible so as to get in shape to replant. One in the fruit tree business must look ahead from three to ten years. So we are planting as fast as we can."

Pitts Brothers, Lincoln, Arkansas.
Sugar Hill Fruit Farm
Producers and Shipper of High grade
Arkansas Apples with Ozark flavor.



Bob Hailey's Yellow Delicious Crop 1941

STRAWBERRIES — EARLY PROFIT MAKER



From The Heart of The Ozarks!

HERE is a fruit at its best when picked fully ripe and fresh. And when strawberries and cream, shortcakes and luscious strawberry pie are foods a king might envy—why not have a strawberry patch of your own? The new Neosho everbearing varieties produce fruit all summer long. The berries listed offer blight-resistant varieties of satisfying Neosho quality, both for commercial and home growing.

	Per 25	Per 50	Per 100	Per 200	Per 500
AROMA -----	\$.35	\$.60	\$.95	\$1.65	\$3.00
BLAKEMORE -----					
DUNLAP -----	.40	.65	1.05	1.95	3.95
DORSETT -----					
GEM (everbearing) -----	.55	1.00	1.65	2.95	

GEM EVERBEARING

(A New Outstanding Everbearer)—Combines all the good qualities of many other varieties so that it's the ideal everbearer. It's a large, firm, good quality, fine flavored berry, a very heavy cropper, but the wonderful part is that it's a fine plant maker so that you have no trouble developing a good bed the first season.

(Senator) **DUNLAP** (Midseason)—One of the most widely planted varieties. Noted for dependability and productiveness. A medium sized handsome berry, deep glossy red, exceedingly juicy; very good quality. Plants are very hardy and drouth resistant. Adapted to any kind of soil.

AROMA (Midseason to Late)—A richly colored large berry, deliciously aromatic in flavor. Ripens over a long season. Its chief merits are resistance to disease, productiveness and attractiveness, firmness and high quality of the fruit. Best adapted to silt or clay soils. 125,000 crates 24 quarts each are shipped out of Neosho per year, practically all Aroma. They are sent to New England, Canada, Colorado, Texas and numerous other states.

OUR BLAKEMORE ARE YELLOW FREE

BLAKEMORE—A new variety introduced and highly recommended by the U. S. Department of Agriculture; it is a cross between Premier and Missionary. A fine quality berry of light red color, good size; and an extra heavy producer. Flesh is firm with solid center, a fine shipping berry and ripens a week earlier than Aroma.

DORSETT—A bright flaming red strawberry . . . that fairly sparkles its' rich, tempting goodness. Marvelous quality and beauty. Wonderful producer and generous plant-maker. Splendid shipper.

HELPFUL INFORMATION

HANDLING TREES ON ARRIVAL

If possible plant at once.

If the weather is too cold, put the box or bundle in a cool but frostproof cellar.

If the weather is warm and you are not ready to plant, unpack at once and place the stock in a cool cellar, covering the roots with damp packing from the box or bundle and spread old sacks or canvas over them. Sprinkle enough water on the trees to keep them from drying out, but do not drench the roots and tops. If possible heel them in, preferably at the north side of a building, where they will have protection from the sun and their development will be retarded.

PREPARING THE GROUND

Land that has been in some cultivated farm or garden crop is usually in the best condition for fruit trees and plants. **Plow deep and work the ground thoroughly.**

An ideal soil, mellow, deep, fertile loam, is not often available and it may even be necessary to go to considerable trouble to improve the dirt you have.

NEOSHO PLANT HEALTH

Will keep your evergreens, shrubs and roses free from injurious insects or disease. It is an all-purpose dusting material which is easy to apply. It contains arsenate of lead to kill eating insects, nicotine to kill sucking insects and sulphur to control fungus diseases.

PLANTING DISTANCES

Some varieties need more room when full grown than others of the same kind. Yellow Transparent, a small upright grower, and Rhode Island Greening, a large spreading tree, represent extremes in apple trees.

Apple -----	30 ft. apart
Apricot -----	20 ft. apart
Cherry, Sweet -----	20 ft. apart
Cherry, Sour -----	20 ft. apart
Peach or Plum -----	20 ft. apart
Pear, Standard -----	20 ft. apart
Pear, Dwarf -----	12 ft. apart
Quince -----	12 ft. apart
Blackberry -----	5 ft. 7 ft.
Black Raspberry -----	4 ft. 6 ft.
Red Raspberry -----	3 ft. 6 ft.
Currant -----	4 ft. 6 ft.
Gooseberry -----	4 ft. 6 ft.
Grape -----	8 ft. 10 ft.
Strawberries -----	3 ft. 3½ to 4 ft.
Asparagus -----	15 in. 3 ft.
Rhubarb -----	2 ft. 4 ft.

We GUARANTEE True-to-Name Stock

We **guarantee** that every plant or tree you order from us will be true-to-name. In case of proof of untruthness-to-name . . . we agree either to replace with stock of equal value . . . or refund the purchase price .

However, we assure you that you will have no cause to call on us to make good this guarantee. For our accurate records . . . careful workmen . . . and proper intent . . . insure that every Neosho tree or plant shipped is true-to-name.



Field of Neosho Blakemore Strawberry Plants . . . Grown by Fred Volgt, Mattoon, Illinois

THE SECOND STEP is to place your order with a reliable firm. Inferior stock is costly at any price. You may forget the price but not the quality.

I have planted and fruited a good many of your trees in the past 12 years and have always found them good, healthy, vigorous stock that bore true-to-name fruit."—Stanley R. Gilbert, Bowie, Maryland. New York

"I received the trees on Friday and was well pleased. They were fresh and the roots were the best I have seen. I planted them promptly and have no doubt that all will be satisfactory."—Chas. S. Brana, Bayshore, N. Y.

PRIDE OF THE OZARKS—NEOSHO PEACHES

FROST PROOF PEACHES

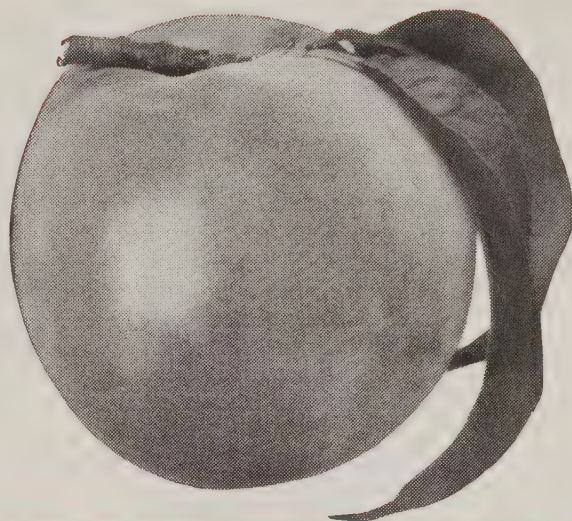
are widely advertised but grossly exaggerated, for any reliable authority will tell you there is no such animal. But I can tell you what are the **Three Hardest Varieties** for this section.

They are—

FRANKS—MIKADO—ALTON

The Missouri Experiment Station tells me that in the spring of 1936 that Franks and Mikado stood temperatures of 17 above zero while in full bloom and still produced one-half crop.

I have seen Alton and Arkansas Seedling with my own eyes covered with a 3-inch snow while in full bloom and still produce a full crop.



Insure Regular Crops With These Hardy Variety of Neosho Peaches

ALTON (White Semi-Freestone) (Midseason)—A large, handsome white fleshed peach. Tree is hardy and productive. Ripens July 15th.

HALE HAVEN—A marvelous new, extra high quality, heavy producing, large yellow freestone; ripening two weeks ahead of Elberta.

GOLDEN JUBILEE—Extra high quality, producing large crops of large, yellow freestone, ripening four weeks ahead of Elberta.

MIKADO—Extra large, high quality, heavy producing yellow cling, ripening six weeks ahead of Elberta.

FRANKS—This peach, highly recommended by Missouri Experiment Station, has proven the hardest and most profitable peach on these grounds. Fine flavored, large yellow cling covered with red; ripening the 5th of Sept.

IMPROVED LATE CRAWFORD—A larger and better Crawford, surprising resistant to disease even when not sprayed.

EXPERIMENT STATION SPECIAL—A new, extra large, beautiful midseason yellow freestone.

PEACH (Improved Varieties)

			5-	25-	100-
Diameter	Height	Each	Rate	Rate	Rate
11-1/16"	5-6 ft.	\$.55	\$.45	\$.35	\$.30
9-11/16"	4-5 ft.	.45	.40	.32	.27
7-9/16"	3 1/2-5 ft.	.35	.30	.25	.22
5-7/16"	2 1/2-3 1/2 ft.	.25	.20	.17	.15
	2-3 ft.			.15	.12

PEACH (Standard Varieties)

Diameter	Height	Each	5-Rate	25-Rate	100-Rate
11-1/16"	5-6 ft.	\$.50	\$.40	\$.30	\$.25
9-11/16"	4-5 ft.	.40	.35	.27	.22
7-9/16"	3 1/2-5 ft.	.35	.30	.22	.18
5-7/16"	2 1/2-3 1/2 ft.	.25	.20	.15	.12
	2-3 ft.	.20	.15	.12	.10

Neosho Peach Varieties

BELLE OF GEORGIA (White Freestone) (Midseason)—An unusually handsome large peach. Creamy white blushed with red; good quality. Ripens August 1st.

CARMAN (White Semi-Freestone) (Early)—A general favorite. Succeeds in a great variety of soils and withstands trying climates. Bears abundantly; remarkably hardy in wood and bud. Ripens July 12th.

CHAMPION (White Freestone) (Midseason)—An exceptionally high quality, attractive, hardy white peach. It has a peculiar honeyed sweetness; ideal for home use and local markets. Ripens August 1st.

ELBERTA (Yellow Freestone) (Midseason)—The most widely planted commercial peach. Very large, golden yellow. Tree is very productive, yielding large quantities of uniform, highly colored fruit. Ripens August 10th.

EARLY ELBERTA (Yellow Freestone) (Midseason)—Superior in quality, flavor and appearance to all other Elbertas and ripens 3 to 5 days ahead. Be sure to get our special strain.

LATE ELBERTA (Yellow Freestone)—A large yellow peach with red cheek of Elberta type, ripening last of August, extending the Elberta season 20 days.

ELBERTA CLING (Yellow Clingstone) (Midseason)—The best yellow Clingstone; especially fine for canning, preserving and pickling; large, yellow, round. Ripens August 15th.

EROSE (Early Rose; red and white Clingstone) (Early)—It has a delicious sweet flavor, red flesh, medium size. The best early peach. Ripens July 5th.

FAIRS BEAUTY—Yellow semi-free ripens ten days ahead of Elberta.

J. H. HALE (Yellow Freestone) (Midseason)—Very large in size; beautiful yellow overlaid with red, and has a firm, fine grained yellow flesh of good quality. It colors up a week before maturity, ripens 3 to 7 days ahead of Elberta.

INDIAN BLOOD (Clingstone) (Late)—An old fashioned favorite of fine flavor. Flesh is blood red color.

HEATH CLING (White Clingstone) (Very late)—Best to preserve or pickle whole. Exceptionally good keeper. Ripens September 20th.

HILEY (White Freestone) (Midseason)—Hiley is the earliest commercial Freestone white fleshed peach; better in quality than most of its season. Flesh is firm, sweet. Good shipper. Ripens July 20th.

KRUMMEL (Yellow Freestone) (Very late)—A large peach, one side a little

larger than the other. A rich golden yellow blushed with carmine. Good quality. A good keeper and shipper. Ripens September 10th.

LATE CRAWFORD (Yellow Freestone) (Late)—Its high quality, scarcely equaled in richness of flavor. Adaptable to a wide range of soil and climate. Ripens August 18th.

MAYFLOWER (White Semi-Clingstone) (Very early)—Earliest peach to ripen. Good size and quality. Ripens June 25th.

RED BIRD (Semi-Clingstone)—An unusually large, early commercial variety. Creamy-white covered with bright red; a most handsome peach. Ripens July 1st.

ROCHESTER (Yellow Freestone)—Large, with very sweet, delicious flavor. Keeps and ships well. Strong grower, hardy; bears young and regularly. Ripens July 25th.



IMPROVED APPLE VARIETIES

DOUBLE YOUR ORCHARD PROFITS

DARK RED DELICIOUS
DARK RED JONATHAN
LODI
DARK RED STAYMAN

TURLEY
RED DUCHESS
RED ROME BEAUTY

YELLOW DELICIOUS
WRIGHT
CONARD
WHETSTONE

These improved varieties produce fruit that commands a ready market at high prices. The Neosho Stock of these varieties has been developed and proven in test orchards and is exceptionally high quality, hardiness and productivity.

IMPROVED NEOSHO VARIETIES

2
Year
Apple

Diameter	Height	Each	5-Rate	25-Rate	100-Rate
11/16"	5-7 ft.	\$.60	\$.55	\$.50	\$.45
9-11/16"	4-6 ft.	.50	.45	.40	.35
7-9/16"	3½-5 ft.	.40	.35	.30	.25
5-7/16"	2½-3½ ft.	.30	.25	.22	.18

Earlier Picking—Earlier Marketing—Fewer Windfalls—More Extra-Fancy Fruit Better Keeping

DARK RED DELICIOUS—Has all the good qualities of the common Delicious but colors up a solid red two or three weeks before the common Delicious begins to color. This means greater profits for the grower because of Earlier Picking, Earlier Marketing, More Extra Fancy Grade, No Windfalls, Better Color and Better Keeping Qualities.

DARK RED JONATHAN—Plant Dark Red Jonathan and increase your profits. An Improved strain of Jonathan and you have the finest and most profitable variety of Jonathan obtainable. Dark Red Jonathan attains a brilliant solid red color two weeks before ripening, gaining benefit of higher prices on early market and eliminating windfalls.

DARK RED STAYMAN—You are all familiar with the wonderful quality of Stayman. Dark Red Stayman is a marvelous improvement in color and keeping qualities. Its solid dark red color makes it a universal favorite.

CONARD—Quality midway between Jonathan and Ben Davis, might be termed Winter Jonathan.

DELUXE—A large yellowish apple ripening July 1st. A good grower and heavy producer.

LODI—Twice as large as Yellow Transparent and yet still maintains that wonderful transparent color and quality. Tree a thrifter grower and will produce twice as many bushels of apples. Ripens 4 to 5 days after Yellow Transparent.

RED ROME BEAUTY—Identical with Rome Beauty except that it colors early and more red. Hence it is more profitable to the grower.

RED DUCHESS—This is a strain of the Duchess. The only difference is that it colors better and earlier, a big advantage for the commercial grower.

TURLEY—A fine quality apple of beautiful red color of Stayman type that absolutely does not crack. Indiana's latest gift to the apple industry and their most profitable apple.

WHETSTONE—Cross between Jonathan and Ben Davis.

WRIGHT—Practically identical with Jonathan in color and quality, somewhat larger, ripens a week to ten days later. Hangs on tree better and is a vigorous grower of good foliage.

YELLOW DELICIOUS—A beautiful, large yellow apple of wonderful flavor and quality.



See the sturdy trunks and the clean abundant root systems on these two year Jonathan.



Dark Red Delicious

We Own And Operate 400 Acres

FINE, STURDY STOCK, HEAVY PRODUCING

BEN DAVIS (Winter)—Roundish, large, red striped apple of second rate quality, but good for cooking.

BLACK BEN (Winter)—The best of the Ben Davis family. It attains a much higher color than Ben Davis or Gano. The tree is hardier, more vigorous and more prolific than Ben Davis. Fruit is large, solid dark red.

MAMMOTH BLACK TWIG OR ARKAN-SAS (Winter)—A large apple of good quality; a dull green or deep yellow overspread with red; good quality, excellent keeper.

PARAGON WINESAP (Winter) — Paragon has the large size and good quality of the Stayman, combined with the dark red color of the old Winesap.

WINTER BANANA (Winter) — Very showy, bright yellow, with a pinkish-red cheek noted for its brilliant, transparent, waxy appearance.

WILLOW TWIG (Winter) — Medium to large pinkish-red apple, of good quality. Excellent commercial variety, because of its exceedingly long-keeping qualities; rather early and regular bearer.

2-YEAR APPLE—Standard Varieties

Diameter	Height	Each	5-Rate	25-Rate	100-Rate
11/16"	5-7 ft.	\$.55	\$.50	\$.45	\$.40
9-11/16"	4-6 ft.	.45	.40	.35	.30
7-9/16"	3½-5 ft.	.35	.30	.27	.22
5-7/16"	2½-3½ ft.	.25	.23	.20	.16

Write for Special Prices in Larger Quantities. State Variety, Size and Number.

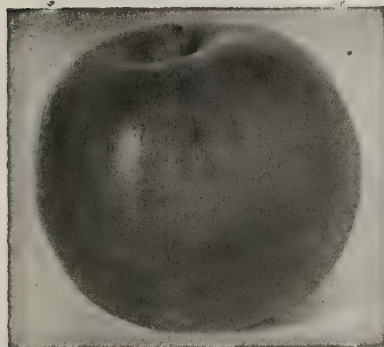
DELICIOUS (Winter)—Who is not familiar with this popular apple? Who does not appreciate its unexcelled flavor, its beauty of form and color, its fragrant aroma? It finds a ready sale at high prices. The tree is vigorous, hardy and is fruiting in nearly every state.

DUCHESS OF OLDENBURG (Midsummer)—Attractive yellow apple, with red stripes; medium size. One of the most profitable summer varieties. Can be planted close and is often used as a filler. Comes into bearing young. Bears heavy crops annually; great market apple and especially good cooker.

EARLY McINTOSH—A fine eating apple of the McIntosh family ripening first of August.

EARLY HARVEST (Midsummer)—A yellow, medium-sized apple of very good quality for either dessert or cooking. Comes into bearing young.

JONATHAN (Fall)—A grand, good apple; once tasted, always wanted. Bright solid red. It has an aromatic flavor and juice full of snap and sparkle. Medium size; good to best quality. Bears young; produces good crops regularly. Fine for home and commercial planting.



Dark Red Jonathan

KING DAVID (Fall)—Bears heavy crops year after year. Medium size; very dark rich garnet red, showing almost a purplish-black on the sunny side. Tree is a hardy, vigorous grower, comes into bearing young. Often used as a filler.

ROME BEAUTY (Winter)—Large, roundish, oblong apple, handsomely colored and striped with bright red; good quality. Splendid storage apple; a splendid bearer; blooms late.

STAYMAN WINESAP (Winter) — The largest of the Winesap family. Striped and splashed with dark crimson. Splendid quality. Reliable annual cropper.

WEALTHY (Late Summer)—A most dependable and widely planted late summer apple; bright red striped; medium to large size. Ripens over a long season. Very good quality. Tree is an upright grower; often used as a filler; very hardy; bears young.

WILSON JUNE (Midsummer)—A deep, solid crimson like a Red June; large; good quality. Hardy, vigorous, very productive, bears young. Most beautiful of its season; good shipper.

WINESAP (Winter)—One of the oldest and most popular apples; a good shipper and an exceptionally good keeper in ordinary and cold storage. Splendid bright red, indistinctly striped with dark purplish-red; good quality. Medium size. Hardy; a heavy, regular bearer.

YELLOW TRANSPARENT (Early Summer)—The best extra early apple; medium size; a beautiful clear yellow, with smooth, waxy, brilliant skin. Unexcelled for pies, tarts and apple sauce. Tree is extremely hardy, upright and compact grower; often used as a filler; a reliable cropper.

CRABAPPLES

Diameter	Height	Each	5 Rate
11/16 up	5-7 ft.	\$0.55	\$0.50
9-11/16	4-6 ft.	.45	.45
7-9/16	3½-5 ft.	.35	.30
5-7/16	3-4 ft.	.25	.23

Crabapples should be planted for beauty of tree and fruit, as windbreaks, and for the value of the fruit. They are delicious for cooking, preserving and jellies.

EXCELSIOR (Fall)—Very large for a crabapple; nearly as large as a medium-sized apple. Very attractive yellow, almost covered with bright red; excellent in quality for dessert and for culinary uses.

FLORENCE (Late Summer)—Medium size, yellowish-white, mostly overspread with brilliant pinkish red. Bears very young, is very productive, reliable cropper.

HYSLOP (Early Winter) — Large, very brilliantly colored, dark red or purplish, overspread with thick blue bloom; good for culinary purposes.



Section of growing block of Neosho Apple Trees. Note how stocky and strong they are.

PLUMS—PRUNES—APRICOTS



Here's Delicious Fruit for Table, Canning, Drying, Jams, Jellies, Preserves.

PLUM (Standard Varieties)

Abundance, America, Burbank, Endicott, Italian Prune, Sapa, Omaha, Green Gage, Waneta, Wild Goose, Compass

Diameter	Height	Each	5 Rate	25 Rate
11/16 in.	5-6 ft.	\$.60	\$.50	\$.45
9-11/16 in.	4-5 ft.	.50	.45	.40
7-9/16 in.	3½-5 ft.	.40	.35	.30
5-7/16 in.	2½-3 ft.	.30	.25	.20

All of these fruits are excellent when eaten fresh, and are fine for making jams, jellies and preserves and for canning or drying. The varieties below . . . at Neosho's low direct-from-grower-to-you prices . . . give you a wide choice among the most popular and successful kinds. And, as always, you can depend on Neosho Trees to give you "Growing Satisfaction."

ABUNDANCE (Early)—A pinkish-red plum. Medium size. Flesh is yellow; sweet, aromatic. Tree is a vigorous grower.

AMERICA (Midseason)—Beautiful yellow, red cheek, juicy, sweet. Very good for cooking. Very hardy. Blooms mid-season.

BURBANK (Midseason)—A dark red, roundish plum, good quality and shipper. The flesh is a deep yellow, firm, very juicy, aromatic and sweet.

COMPASS CHERRY-PLUM — Is very hardy, bears young, often second year. Fruit is bright red; sweet, juicy and fine flavor.

ENDICOTT (Midseason)—Endicott combines the high quality of the European with the hardiness and adaptability. One of the sweetest, juiciest plums. It averages very large in size. Red.

SAPA (Hansen Hybrid)—A large size purple plum for Hansen Hybrid, with purple flesh full of rich juice of fine flavor. Bears heavy crops annually and begins fruiting the first year

after planting. Succeeds everywhere, ripens middle of July. Fine for canning.

OMAHA (Early)—A large, round, coral-red plum. Flesh is yellow and sweet. Strong, vigorous grower, hardy and productive.

WANETA—A Hansen Hybrid — Exceptionally hardy, withstanding extremely hot and dry weather. Often bears second year. Color purplish-red, 2 inches in diameter.

WILD GOOSE (Very Early)—An old-time favorite, bright red; medium size. Flesh is yellow, very sweet, quality fair to good. Good shipper and keeper.

APRICOT—Superb

Such delightful luscious fruit as the Apricot really should be planted more than it is, especially since it ripens just after the early cherries and before the best peaches. Apricots will stand more winter cold than peaches, although the bloom is more apt to be injured by spring frost. A northern or eastern slope is best so the opening of the buds will be retarded and the danger of frost damage lessened.



Apricot (Superb)

SPECIAL VARIETIES

Italian Prune, Surecrop Nectarine, Superb Apricot, President Plum, Shropshire Damson

	5	25
Each	Rate	Rate
11/16" 5-6 ft.	\$.70	\$.60 \$.50
9-11/16" 4-5 ft.	.60	.50 .45
7-9/16" 3½-5 ft.	.45	.40 .35
5-7/16" 2½-3 ft.	.35	.30 .25

PRESIDENT PLUM—The largest of all the plums. A beautiful dark purplish-black with a heavy bloom. Ripens late, 10th of September. A wonderful rich flavored freestone, solid flesh plum. A fine, profitable market plum and splendid for home use as well.

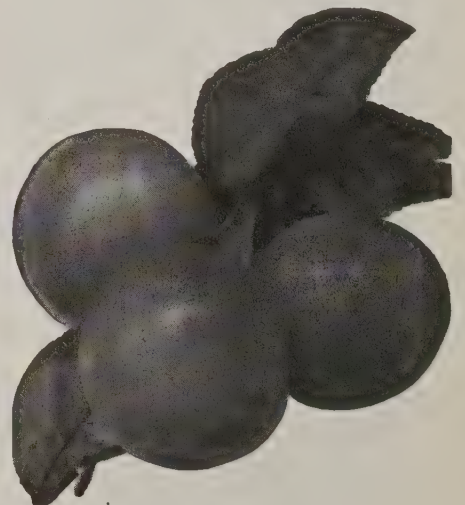
ITALIAN PRUNE (Late)—The largest, best and most widely grown of the prunes. Rich, purplish-black. Very large size, flesh yellow, aromatic, juicy, sweet.

SHROPSHIRE DAMSON (Late) — The most widely planted Damson. Oval shape; purplish-black. Tree is strong, vigorous grower, quite hardy.

NECTARINE

Sure Crop

A cross between peach and plum. Has smooth skin like a plum and seed like a peach. Flesh and flavor of both plum and peach. Quality unusually pleasing. Color beautiful bright red; size about same as medium size peach. Freestone.

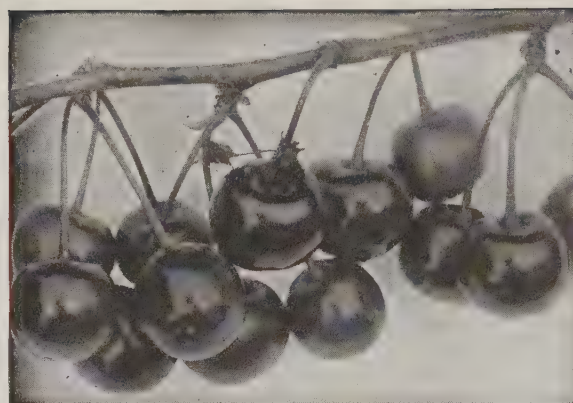


Nectarine (Surecrop)

NEOSHO CHERRIES

DELICIOUS FRUIT—BEAUTIFUL BLOOM—EASY TO GROW!

Cherry trees are as desirable for their beautiful blooms in spring-time . . . as they are for their delicious fruit. And what pies cherries make! Tender golden crust. Luscious red cherries . . . dripping rich, sweet juices. What could make a finer dessert for any meal? Cherry trees are easy to grow . . . and Neosho stock assures success. Order Neosho cherry trees at our low direct-from-grower-to-you prices!



Montmorency Cherries. The most dependable hardy, productive and adapted to widest range of climate.

CHERRIES—SOUR

Early Richmond, Montmorency, English Morello				
Diameter	Height	Each	5-Rate	25-Rate
11/16"	4 ft. up	\$.75	\$.65	\$.60
9-11/16"	3 1/2 ft. up	.65	.55	.50
7-9/16"	3 ft. up	.55	.45	.40
5-7/16"	2 ft. up	.45	.40	.35

MONTMORENCY (Sour)—The most widely planted cherry. Productive and a regular bearer. Colors early before ripe—a distinct advantage for shipping. The fruit is roundish, plump and a beautiful glowing red. It hangs in clusters, making picking easy. The fruit does not crack or rot, even in very hot weather. It hangs on without dropping after it is dead ripe. The flesh is rich, sprightly and pleasant. A good shipper and a good canner. Does not mash down in the box.

EARLY RICHMOND (Sour)—The favorite early sour cherry. Fruit is medium size. A good canner. Tree is medium size. Ripens about a week earlier than Montmorency.

LATE DUKE—A large heart shaped dark red, semi-sweet variety of fine quality that succeeds well here in the middle west.

	Each	5 For
4-6 ft.	.90	3.25
3-4 ft.	.60	2.25

ENGLISH MORELLO (Sour)—Fruit is small, dark red colored; very sour, but loses some of its sourness if left on the tree until fully ripe. First class for canning and preserving. Stands lower temperature and severe drought than any of the other leading varieties. Tree is small. Bears young.

CHERRIES—SWEET

Napoleon, Governor Wood, Black Tartarian, Windsor				
Diameter	Height	Each	5-Rate	25-Rate
11/16"	4 1/2 ft. up	\$.85	\$.75	\$.70
9-11/16"	4 ft. up	.75	.65	.60
7-9/16"	3 ft. up	.60	.55	.50
5-7/16"	2 ft. up	.50	.45	.40

A sweet cherry planted alone is not likely to bear fruit, because it is self-sterile. Plant a Black Tartarian with any other sweet cherry.

BLACK TARTARIAN (Sweet)—Most widely planted sweet cherry east of the Mississippi. Beautiful, lustrous, purplish-black when ripe. Medium size for sweet cherry; very good quality. The tree is a very large, vigorous, upright grower. Very productive and regular bearer. Early.

GOV. WOOD (Sweet)—Yellowish-white tinted with crimson; large. Very good quality; ripening early, with Black Tartarian; blooms early.

NAPOLEON (Sweet)—The best yellow cherry. Often sold and grown as Royal Ann. Best of the sweets for dessert and canning.

WINDSOR (Sweet)—Dark red, almost black; large. Good to very good quality, ripening late; blooms early.

LUSCIOUS PEARS FOR TABLE OR MARKET



ANJOU (Fall)—Large, heavy, greenish-yellow with dull red cheek often russeted. Very good quality and keeps late.

BARTLETT (Late Summer)—The leading commercial variety, one of the most popular for dessert and canning. Large, clear yellow with blush on sunny side. Flesh is white, fine grained, juicy and sweet. Tree is vigorous, very productive, hardy, bears young.

FLEMISH BEAUTY (Early Fall)—Large, pale yellow, mostly russeted. Very juicy and sweet.

KIEFFER (Winter)—Large, yellow russeted; flesh white, rather coarse. A market and kitchen variety that succeeds farther south where other varieties fail. Tree hardy, very vigorous, resistant to blight. Blooms early.

PEAR—STANDARD

Anjou, Bartlett, Keiffer, Flemish Beauty, Winter Nelis, Lincoln, Seckel

		5	25
		Each	Rate Rate
11/16"	4 ft. up	\$.65	\$.60 \$.50
9-11/16"	3 1/2 ft. up	.55	.50 .45
7-9/16"	3 ft. up	.45	.40 .35
5-7/16"	2 ft. up	.35	.30 .25

LINCOLN (Summer)—Large, yellow; quality good to very good; similar to Bartlett, but more resistant to blight. Succeeds farther south than Bartlett can be grown. It has stood the severest tests of intense, moist, summer heat and low altitude of the climate of Lincoln, Illinois, where it was originated by W. E. Jones. Comes into bearing early and bears heavy crops annually; very hardy. Blooms midseason.

SECKEL (Fall)—The standard of excellence for quality. Small, yellowish brown with russety red cheek; should be first choice for family orchard. Slow grower, dependable, productive and very hardy, notably free from blight. Blooms midseason.

WINTER NELIS (Winter)—The latest, best keeping pear. Can be held in cold storage until spring. Medium sized, roundish, yellow, russeted pear with a short, heavy neck, Flesh fine grained, sweet, aromatic, very good quality.

DOUGLAS PEAR—Is called Blight-Proof because it is practically immune from blight. A large, handsome pear of Bartlett quality that ripens in early fall and comes into bearing the second or third year. Golden yellow flushed with pink; tender, juicy, excellent flavor.

	Each	5 For
4-6 ft.	\$.80	\$3.50
3-4 ft.	.60	2.50
2-3 ft.	.45	1.85

PEAR—DWARF

(Varieties described below)
Anjou, Bartlett, Seckel, Duchess d'Angouleme.

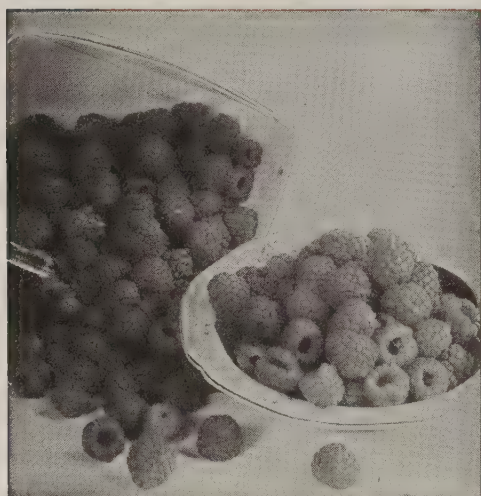
You are allowed the regular quantity price on total number of trees you order, regardless of different varieties.

Diameter	Each	5 Rate
5/8 in.	\$1.00	\$.90

QUINCE

Diameter	Each	5 Rate
5/8 in.	\$1.10	\$1.00

SMALL FRUITS BRING QUICK RETURNS



Prized for their delicious flavor, raspberries make their welcome appearance as the strawberries reach the end of their most productive season. Great improvement in size of fruit, flavor and productive qualities of raspberries has been made in recent years, and the Neosho varieties listed among the best. Raspberries are among the favorite small fruits. Eaten fresh, they are delicious and they are splendid for jellies, jams and canning.

RASPBERRIES—BLACK AND RED

Variety	Per 10	Per 25	Per 100
Cumberland (Black)	60c	\$1.10	\$3.95
Cuthbert (Red)			
Latham (Red)			
St. Regis Everbearing (Red)			
Chief (Red)			

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

BOYSENBERRY

(A New Introduction)

A cross between Blackberry, Raspberry and Loganberry. Immense size, delicious flavor, heavy bearer. Ripens over two-month period.

Per 10	Per 25	Per 100
70c	\$1.50	\$5.00

YOUNGBERRY

The Youngberry is a cross between a Loganberry and a Dewberry. Berries extra large, often two inches long. Color dark purplish-red. Flavor very much like Red Raspberry. Imagine a fruit of the quality of Red Raspberry and the size of a Dewberry. Very productive; fine for home use and local market. Hardy as far north as Kansas City.

Per 10	Per 25	Per 100
70c	\$1.30	\$4.75

CURRENTS

LONDON MARKET (Midseason to Late)—Very hardy. Medium to large, dark red, rather acid. Clusters compact.

PERFECTION (Midseason)—Large, bright red berry in long, compact clusters; sprightly, sub-acid. Vigorous and productive.

WHITE GRAPE—The best white currant. Large clusters of white or golden-green berries, mildly acid in flavor.

2-Year No. 1 Plants

Variety	3 for	12 for
London Market, red	\$0.75	\$2.25
White Grape, white		
Red Lake, red, large		

GOOSEBERRIES

OREGON (Champion)—A large green berry, season late. Very productive, rarely attacked by mildew. An improved variety which combines the large size and high quality of the Downing with the productiveness and vigor of the Houghton.

HOUGHTON—Medium; red, thin skinned, juicy, sweet, excellent quality; very productive. Thrives better under adverse weather conditions in southern latitudes than other varieties.

2-Year No. 1 Plants

Variety	3 for	12 for
Houghton, Oregon	\$0.75	\$2.25
Champion		

CHIEF—The latest and best addition to Red Raspberry varieties. Might well be called Early Latham. It has all of Latham's good qualities plus the distinct advantage of ripening ten days earlier, yielding heavier and of much better flavor and shipping qualities.

CUMBERLAND (Black) (Midseason)—The most widely planted black raspberry because of its productiveness and quality. Berries are extra large, fine and sweet.

CUTHBERT (Red) (Late)—The best red because of its superior quality and flavor. Berries are large, rich crimson, firm and one of the best for canning.

LATHAM—Rich brilliant red, large and firm berry. Perfectly hardy, very heavy producer and most resistant to Mosaic. Originated in Minnesota.

ST. REGIS (Red) (Everbearing)—Bright red, small to large berries. Canes are hardy, prolific, healthy, drought-resistant. Bears very early; after old canes have borne, the young canes begin bearing and produce until frost. Very thorough cultivation is necessary, otherwise berries of first crop will be small and no second crop may form. Succeeds further south than other varieties.

Early Spring Vegetables

Rhubarb and Asparagus are among the most welcome of the early Spring vegetables . . . and deserve a place in every garden. Plant Neosho roots . . . and be sure of the finest vegetables for your own table or for sale. Don't forget Neosho's direct-from-grower-to-you prices save you money. Order these early Spring vegetables in plenty of time for planting!



Asparagus

ASPARAGUS—Mary Washington

The most resistant to rust, and is superior in size, color, flavor.

	Per 25	Per 100
1-Year	\$.35	\$.95
2-Year	.50	1.50

RHUBARB

Our roots are grown from Myatts Linnaeus seed . . . a large, tender pink variety.

	6 for	12 for	25 for
1/2 in. (Postpaid)	30c	55c	\$1.00
5/8 in.	40c	75c	1.35
1 1/2 in.	70c	1.20	2.15

Davenport, Wash.
April 6, 1940

Gentlemen:

When trees arrived the ground was covered with snow, the frost was growing out and I had to pit the trees, but I got them through fine. They were the finest trees I ever bought.
M. M. Thompson
Route 1, Box 25-a

HORSERADISH

True Maliner Kren, which is noted for its superior flavor, vigorous growth and large size roots.

	3 for	12 for
Cuttings	\$.25	\$.70
Crowns	.45	1.25

NEOSHO

Specials

FOR 1942

from the Heart of the OZARKS

There's a reason for Neosho's superior plants and trees! Mother Nature has blessed this famous Ozark region with favorable weather conditions, a long growing season, and wonderfully fertile soil. We own and operate 400 acres of Ozark Hagerstown silt, loam soil, long recognized by horticulturists as the finest type of soil to produce plants with strong, vigorous root systems.



Home Collection

- 4 APPLE
- 4 PEACH
- 2 PLUM
- 1 CHERRY
- 1 PEAR

12 SUPER X TREES

24 TREES IN ALL FOR

\$5.85

You order 12 Super X Trees at regular price and receive 12 additional Trees of smaller size FREE. Your choice of varieties.

12 Free Trees

- 4 APPLE
- 4 PEACH
- 2 PLUM
- 1 CHERRY
- 1 PEAR

NOW READY
NEW SPRING CATALOG
1942 ISSUE 32 PAGES

You're sure to find just what you want, and you'll be surprised at the reasonable prices! Write for Neosho Nurseries catalog today and be all set for an early start in spring planting. A penny does it! And remember, Neosho Nurseries will sell you anything you want on time. Buy now, and pay later.

Fruit trees, berries, shrubs, roses, vines, bulbs, evergreens, perennials, etc.

EASY TIME PAYMENT PLAN

In the past you've had to have your money ready when you bought nursery stock, but not any more. This time of year many of you are short of funds, so Neosho Nurseries have arranged an easy payment plan that will permit you to buy Whatever you want, Whenever you want, and pay for it while it's growing.

WRITE FOR NEOSHO NURSERIES CATALOG TODAY AND FULL DETAILS OF TIME PAYMENT PLAN.

NEOSHO NURSERIES CO.
NEOSHO, MISSOURI

*Finest Quality Fruit and Shade Trees,
Evergreens, Roses, Shrubs and Vines*

THE FINEST STOCK AND THE BIG



Save Money By Dealing Direct With

YOU SAVE MONEY. Remember the Neosho Nurseries sell direct; there is no extra middleman's profit to pay. We grow our own stock. Are celebrating our 30th Anniversary this year. We have literally hundreds of thousands of plants from which to make your selection.

NON-PROFIT RED SEAL SPECIALS. The object is to attract new customers with Red Seal Bargains, our old customers are our friends and we will not object should they desire the advantage of these money saving Red Seal

Fruit Tree Specials

If you are not familiar with varieties and will leave choice to us, you can effect a big saving on these finest quality trees. We'll select varieties well adapted to your section.

Apple Tree Special

A real bargain at special prices. Our selection of varieties. 100 trees 2 year 3½-5 ft. tall.

100
Trees
for
\$18.75

—FREE—

5 Grape Vines and 3 favorite Shrubs, Lilac, Spirea, Firebush.

Peach Tree Special

With five FREE Shrubs, 100 trees 3 ft. tall our selection of varieties, with 5 nice flowering shrubs FREE.

100
for
\$10.95

Assorted Tree Special

40—Apple
40—Peach
8—Cherry
8—Plum
2—Apricot
2—Nectarine

100
for
\$19.75

100 Trees our selection 3½ ft. grade for \$19.75.

With this order FREE—2 Shrubs, 2 Chinese Elm 4-5 ft., 5 Grape Vines.

Peach Tree Special

Elberta
Golden Jubilee
Halehaven
Heath Cling
J. H. Hale

9
18-24 in.
\$1.00
Postpaid

PLUM TREE SPECIAL

Abundance
Endicott
Omaha
Sapa
Shropshire

5
2-3 ft.
\$1.00
Postpaid

Apple Tree Specials

Jonathan
Delicious
Rome Beauty
Yellow Delicious
Stayman Winesap

6
2-3 ft.
for
\$1.00
Postpaid

Red, White & Blue GRAPE SPECIAL

2 Each—Agawam
Niagra—Moore's Early
Concord—Worden

10
for
\$1.00

SWEET GUM TREE

Beautiful scarlet foliage in the fall. One of the best trees for fall color. FREE—1 Persian Lilac

4-5 ft.
\$1.00

TERMS—F. O. B. Neosho. 10 per cent deposit with order—balance before shipment. prices are subject to change without notice

TRUE-TO-NAME WARRANTY—If any tree or plant should prove untrue-to-name, it is understood and agreed that the Neosho Nurseries shall be liable for the sum paid for the stock which may be proven untrue and shall not be liable for any greater amount.

"Yours for Growing Satisfaction"

NEOSHO NURSERIES CO.

NEOSHO, MISSOURI.

LARGEST YEAR IN NEOSHO HISTORY

With 400 Acre Neosho Nurseries

Although our ob-
men with the special Red
are our best friends,
desire to take ad-
Red Seal Offers.

THESE MANY BARGAINS are offered to induce new customers to sample Neosho quality. We are certain that once you try Neosho trees and plants, the results will be so satisfactory that you will become a regular customer and look to us for your future requirements.

Red Flowering Peach

A mass of brilliant
ruby red flowers in
early spring

3
for
\$1.00
2-3 ft.

IRIS

(Our Selection)

24
for
4 Each of Six Best **\$1.00**
Varieties
Postpaid

White Flowering DOGWOOD

Native Dogwood grown in
the nursery row with well
shaped tops and good
supply of roots.

2
for
\$1.00
2-3 ft.

Wavy Leaf Willow

A novel rapid growing tree
with foliage having a
permanent wave.

4-5 ft.
\$1.00

FREE—1 Beautyberry Shrub

HAZEL NUT

Attractive Foliage and
produces popular nuts.

2
for
\$1.00
2-3 ft.

BUSH CHERRY

An ornamental bush with
bright red edible fruit

2
for
\$1.00
2-3 ft.

LOMBARDY POPLAR

Tall, Slender ornamental
Trees of rapid growth

5
for
\$1.00
4-5 ft.

SPIREA V. H.

Heavy 2 Year
18 to 24 inch.

10
for
\$1.00
Postpaid

SPIREA Anthony Waterer

Crimson Flowers all
Summer.

5
for
\$1.00

Fast Growing Shrubs

1—Mock Orange
1—Tar. Honeysuckle
2—Deutzia P. or R.
2 Year Plants

4
for
\$1.00
Postpaid

DWARF MUMS

Summer Flowering

2—Pink 2—Bronze

4
for
\$1.00
Postpaid

Bird Lovers Collection

Shrubs With Berries for Birds

1—Beautyberry
1—Snowberry
1—Green Barberry
1—Aronia
2 Year plants

4
for
\$1.00
Postpaid



Red, White & Blue LILAC SPECIAL

Double flowers—will
bloom first year

3
for
\$1.50
2-3 ft.

Everblooming Shrubs

1—Red & Gold Everblooming
Honeysuckle
1—Grootendorst Rugosa
1—Butterfly Bush

3
for
\$1.00

All 2 year field grown plants Postpaid

FRAGRANT SHRUBS

1—Virginal Mock Orange
1—Persian Lilac
1—Fragrant honeysuckle

4
for
\$1.00

Strong 2 Year Plants

Postpaid

CLIMBING ROSES

1—Pauls Scarlet
1—Cl. Am. Beauty
1—Mary Wallace

3
for
\$1.00

2 year

Postpaid

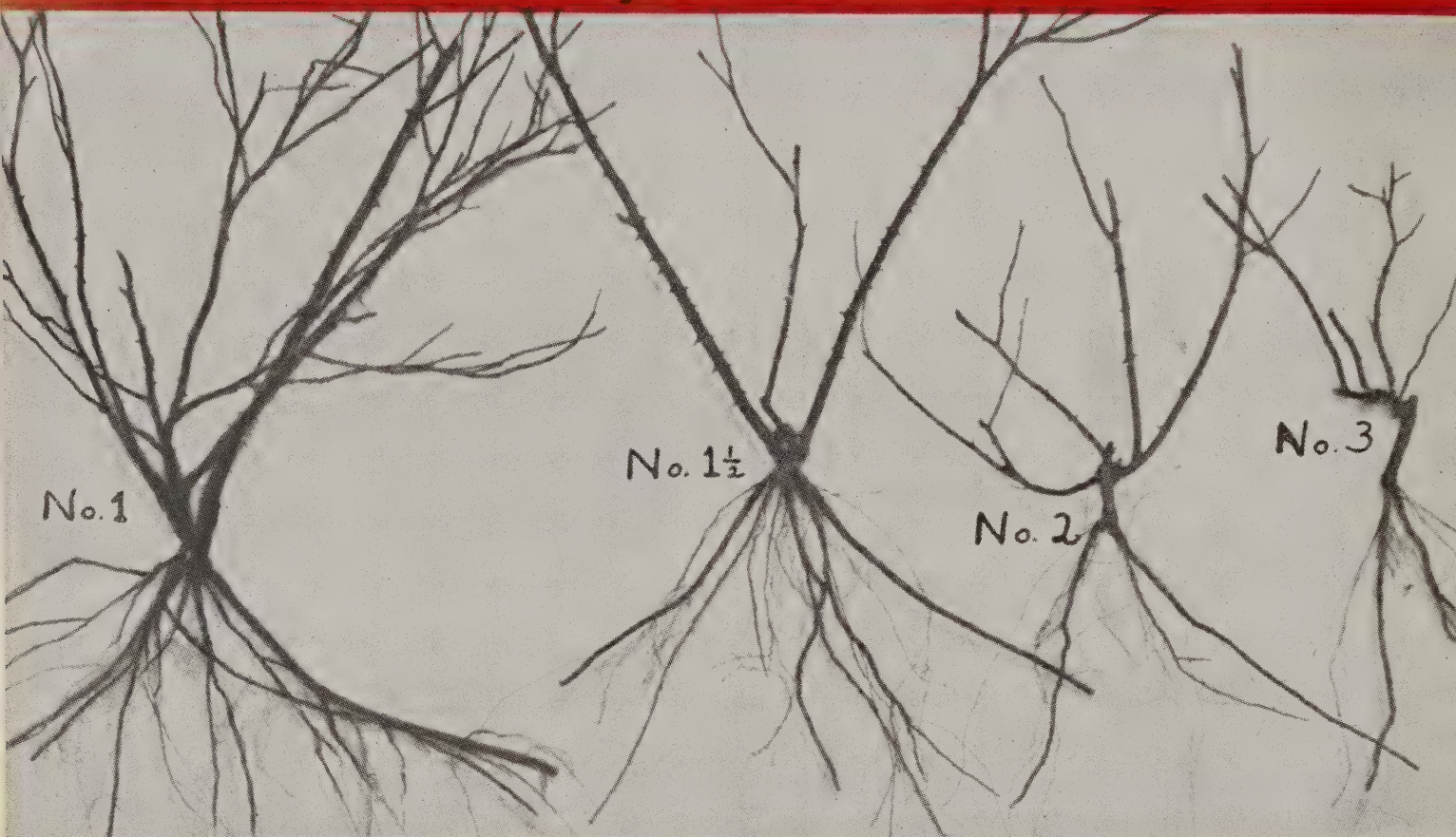
CLIMBING VINES

2 Year No. 1
1—Bittersweet
1—Trumpet Vine
2—Halls Honeysuckle

4
for
\$1.00
Postpaid



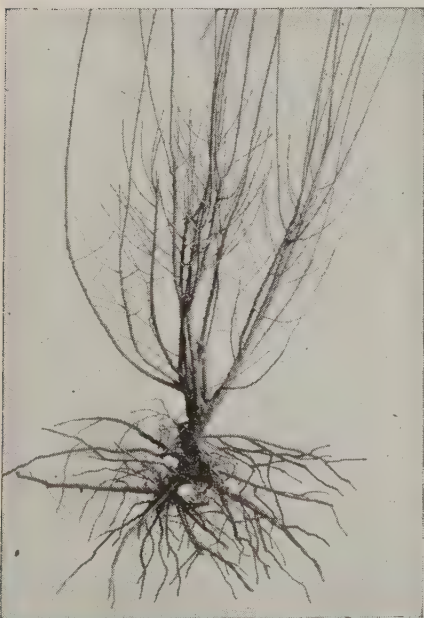
Quality Counts--Let's Study Grades!



All plants here are "Two-year-old, field grown, budded rose bushes." They are all of the SAME VARIETY and dug from the same row. If you want and expect to get specimen rose bushes, specify Neosho Nurseries 2-year No. 1 Field Grown Budded Roses.

Neosho Stock Has Bushy Well-Shaped Tops—Strong Root Systems

Look at the photo of a Neosho shrub below. Notice the bushy, well-shaped top . . . These are signs of sturdiness, vigor and fast growth . . . and are found in all Neosho plants and trees. This sturdier, more vigorous Neosho stock is made possible because of Neosho's geographical location. The long growing season of the nature-blessed Ozark region . . . combines with the wonderfully fertile, silt, loam soil . . . to produce superior plants and trees.



—SPECIAL OFFERS—

Concord
Grape Vines \$1²⁵₀₀

RASPBERRIES

Cumberland, Cuthbert
St. Regis, Latham, Chief \$1²⁵₀₀

STRAWBERRIES

25—Everbearing
100—Aroma \$1¹²⁵₀₀

ASPARAGUS

No. 1
Martha Washington,
Rust Resistant \$1⁵⁰₀₀

Red Leaf Barberry

Rich bronze red leaves.
2 Year Plants \$1⁵₀₀
Postpaid

Green-leaf Barberry

Foliage Red in Fall
Red Berries \$1⁸₀₀

Moore's Early
Grape Vines \$1¹⁵₀₀

BOYSENBERRIES

15 for \$1¹⁵₀₀

For Finest Quality Stock....Order From Neosho Nurseries

WE OWN AND OPERATE 400 ACRES

Blackberries possess a rich fullness of flavor which is only realized when the fruit is full ripened. You will be delighted with this fruit when grown in your own garden. Dewberries are similar to blackberries in character and flavor, but are borne on trailing vines. Both are easy to grow and bear abundantly the second year. By choosing Neosho stock you are assured thrifty, vigorous plants which will produce fruit of fine flavor.



EARLY HARVEST (Early)—Glossy black, medium size, good quality, not very hardy, requiring protection in the north.

ELDORADO (Midseason)—Medium to large, jet black, sweet and melting, very good quality, very hardy. Vigorous and productive.

MCDONALD (Very Early)—A blackberry-dewberry hybrid. It is large, oblong, very good quality; drouth-resistant, vigorous grower; plant in rows 8 to 10 feet apart. The vine trails on the ground the first season like the dewberry, but grows upright the next year. Grown in Missouri, Oklahoma and Texas. Not hardy and is self-sterile. Plant every fourth row with Lucretia Dewberry or Early Harvest to develop good berries.

LUCRETIA DEWBERRIES (Very Early)—The best known and most widely planted dewberry. The berries are large, long, firm and good quality; very sweet if left on the vines a day or two after they would be picked for shipping.

Blackberries & Dewberries

	Per 10	Per 25	Per 100
Eldorado			
Early Harvest			
Lucretia Dewberry	60c	\$1.10	\$3.95
McDonald			

NEOSHO GRAPES AND VINES ARE THE MOST DEPENDABLE



AGAWAM (Red)—The most widely grown of the Red Grapes. Bunches are large. Berry is large, rich, sweet and aromatic. Ripens after Concord.

CAMPBELL EARLY (Black) — Bunch and berry are large; high quality. Ripens about two weeks before Concord. Blooms midseason.

CONCORD (Black) — The most widely planted grape. Superior in hardiness, productivity and regularity in bearing and in ability to withstand disease and insects. Bunch and berry good size. It is the leader for making grape juice.

DELAWARE (Red)—The standard of quality; the best table grape. Unusually hardy; usually bears abundantly. Blooms rather late.

DIAMOND (Green)—Seldom surpassed in quality and beauty. It is the hardiest, most productive and vigorous of the green grapes. A good keeper and shipper. It deserves a high place among the best for commercial and home vineyards. Can be grown as widely as Concord. Blooms midseason.

MOORE'S EARLY (Purplish-black)—The most widely planted early commercial grape. Ripens two weeks earlier than Concord. Good quality. It is best described as an early Concord. Blooms midseason.

NIAGRA (Green)—The most widely planted green grape. Larger bunches and berries than Concord, as good, or better quality. Productive, vigorous, adaptable. Ripens about with Concord. Blooms midseason.

WORDEN (Black)—Much better quality, larger berries and bunches and handsomer than Concord and is equally healthy, hardy, vigorous and productive. Ripens a week to ten days earlier than Concord.

GRAPES

Neosho Extra Heavy, Select 2-Year Vines often bear one year after planting—Wonderful roots, full of vitality.

GRAPES—2-Year Select Vines (Not Prepaid)

	Each	5-Rate	25-Rate	100-Rate
Concord	\$0.10	\$0.08	\$0.07	\$0.06
Moore Early	.12	.10	.08	.07
Agawam				
Campbell Early				
Diamond	.20	.15	.12	.10
Delaware				
Niagara				
Worden				

GRAPES—1-Year (Postpaid)

		\$0.07	\$0.05½	\$0.04½
Concord				
Moore Early		.09	.07	.05½
Agawam				
Campbell Early				
Diamond	.10		.09	.07
Delaware				
Niagara				
Worden				

NEW EXTRA CHOICE GRAPES

CYNTHIANA—Though in no sense a table grape, it makes a rich, dark red, heavy bodied wine of wonderful flavor and aroma. Ripens late, middle to last of Sept.

CACO—We consider this the best hardy red grape. The fruit is very large, rich and sugary, with a delicious melting flavor. It is hardy, a vigorous grower, and bears young, heavily and regularly. Ripens in August.

FREDONIA—A new grape which grape experts say will become the leading black grape in America. It ripens very early, 10 days before Moore's Early. The bunch and berries are large, with a juicy, delicious flavor. Vigorous grower and very productive and hardy. Be sure and plant some.

PORTLAND—Earliest of varieties to ripen, large white with spicy luscious flavor. Very hardy and productive.

SHERIDAN—A fine new introduction of Concord type. Sweeter, richer, larger, more compact, hardy and heavy producer.

2 yr. No. 1	Each	5 Rate	25 Rate	100 Rate
Cynthiana				
(Special Wine Type)				
Fredonia	.25	.22	.20	.18
Caco				
Portland				
Sheridan				

**DIRECT
FROM GROWER
TO YOU**



SPECIMEN GRADE

The cream of the crop, the finest three-year-old specimen shrubs for quick results.
Largest size, well balanced, heavily branched, abundant roots.

	Each	Five
ALMOND, Double Flowering Double pink blossoms before leaves appear.		
Specimen	.60	.55
Standard	.50	.45
Mail Size	.40	.35

ALTHEA (Red, Pink, Purple, White) Hollyhock-like flowers from July to September.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

ARONIA (Red and Black) Glossy foliage, white flowers in May.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25

ARROWWOOD, Red foliage in fall with black berries.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25

BARBERRY, Green Orange and red foliage in fall with red berries.		
Specimen	.30	.25
Standard	.25	.20
Mail Size	.20	.15

BARBERRY, Redleaf Foliage red all summer.		
Specimen	.45	.40
Standard	.40	.35
Mail Size	.30	.25

BEAUTYBERRY Pink flowers in August followed by violet berries.		
Specimen	.45	.40
Standard	.40	.35
Mail Size	.30	.25

BEAUTY BUSH Masses of pink trumpet-shaped blossoms.		
Specimen	.70	.60
Standard	.60	.50
Mail Size	.40	.35

GOLDEN SENNA Yellow flowers in summer, large, inflated seed pods.		
Specimen	.50	.40
Standard	.40	.30
Mail Size	.30	.25

BUTTERFLY BUSH Lilac color blossoms all summer.		
Specimen	.35	.30
Standard	.30	.25
Mail Size	.25	.20

	Each	Five
BUTTERFLY BUSH, Ile de France Improved variety with richer reddish purple color.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.25	.20

BUTTON BUSH White flowers July-Sept. remain as dried 'buttons.'		
Specimen	.50	.40
Standard	.40	.35
Mail Size	.35	.30

CALYCANTHUS (Sweet Shrub) Curious flowers with spicy fragrance.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25

CHERRY (Bush, Nanking) Branches surrounded by tiny blooms followed by red fruits.		
Specimen	.75	.65
Standard	.60	.50
Mail Size	.50	.40

CRAPEMYRTLE (Red, Pink, Purple) Half-hardy shrub, blooms all summer.		
Specimen	.75	.65
Standard	.60	.50

DESMODIUM, Penduliflorum Graceful shrub with lavender flowers in August.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

DEUTZIA GRACILIS Low growing, early white flowers, drooping branches.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

DEUTZIA, Lemoinei Similar to Gracilis, branches are upright, more profuse blossoms.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

DEUTZIA, Pride of Rochester Rapid growing shrub 6-8 ft.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

DOGWOOD, Redtwig Red stems.		
Specimen	.40	.35
Standard	.35	.30
Mail Size	.30	.25

	Each	Five
GLOBE FLOWER, Double Green stems, greener foliage, double yellow rose-like flowers.		
Specimen	.70	.60
Standard	.60	.55
Mail Size	.45	.40

GOLDEN ELDER Yellow foliage all season.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

GOLDEN BELL, Spectabilis A new variety with larger and more profuse blossoms.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

GOLDEN BELL, Suspensa A weeping, low growing Forsythia.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

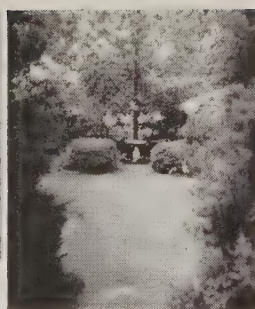
HIGH BUSH CRANBERRY White flowers in May, cranberry-like berries in fall.		
Specimen	.75	.65
Standard	.60	.50
Mail Size	.40	.35

HONEYSUCKLE, Fragrant Sweet scented yellow and white flowers, foliage almost evergreen.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

HONEYSUCKLE, Morrows Fast growing, desirable for quick screen effect.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

HONEYSUCKLE, Tartarian Red) A compact, upright, symmetrical, fast growing shrub.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

HONEYSUCKLE, Heckrottii Semi-shrub and vine; orange and pink trumpet flowers.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25



**WE OWN
AND OPERATE
400 ACRES**

STANDARD GRADE

These are also select 2 and 3 year, well developed shrubs that will please.

MAIL SIZE

This grade suitable for parcel post shipment.

	Each	Five
HYDRANGEA, Arborescens G.		
Snowball-like flowers		July
to September.		
Specimen	.55	.50
Standard	.45	.40
Mail Size	.35	.30

HYDRANGEA, Paniculata G.		
Larger, showier, cone-shaped white and pink flowers, Aug.-Oct.		
Specimen	.55	.50
Standard	.45	.40
Mail Size	.35	.30

HYPERICUM		
Beautiful yellow flowers, July and August. Compact bush, slender glossy foliage.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.35	.30

INDIGO BUSH (Amorpha)		
Summer blooming dark blue-purple flowers, dense terminal spikes.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25

JETBEAD		
Nice foliage, white flowers, jet black berries.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

LILAC, Budded (Red, White, Blue)		
Small leaves, larger blossoms. Blossom second season after planted.		
Specimen	.80	
Standard	.60	
Mail Size	.40	

LILAC, Common Purple		
Old fashioned, fragrant type.		
Specimen	.45	.40
Standard	.40	.35
Mail Size	.30	.25

LILAC, Chinese and Persian		
Graceful, slender branches, blooms in nursery row.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

MOCK ORANGE, Coronarius		
Sweet scented orange-like blossoms; tall growing.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

MOCK ORANGE, Lemoinei		
Low growing, compact.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

	Each	Five
MOCK ORANGE, Virginalis		
Larger double flowers, blossoms intermittently throughout summer.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25

MOCK ORANGE, White Bouquet		
A solid mass of fragrant blossoms.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

PEARL BUSH		
A beautifully shaped shrub with pearl like flowers.		
Specimen	.50	.45
Standard	.45	.40
Mail Size	.35	.30

PRIVET, Regel		
Thrives when other shrubs fail on account of growing conditions.		
Specimen	.40	.35
Standard	.35	.30
Mail Size	.30	.25

ROSA RUGOSA, Red		
Single flowers.		
Specimen	.45	.40
Standard	.35	.30

ROSA RUGOSA, F. J. Grootendorst		
Pink double everblooming. Red double everblooming.		
Specimen	.50	.45
Standard	.40	.35

SCARLET QUINCE (Firebush)		
Scarlet flowers in early spring.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SNOWBALL		
Old-time favorite.		
Specimen	.75	.65
Standard	.50	.45

SNOWBERRY, Chenaulti		
Unusually graceful; full of dark red winter berries.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SPIREA, Anthony Waterer		
Compact, everblooming pillow like shrub, crimson flowers.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SPIREA, Billardi		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

	Each	Five
SPIREA, Dwarf White		
Same as Anthony Waterer but with white flowers.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SPIREA, Froebeli		
Like Anthony Waterer, taller grower.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SPIREA, Korean		
Similar to Van Houttei with larger flowers two weeks later.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

SPIREA, Thunbergi		
Feather-like foliage of light green, white blooms early spring.		
Specimen	.40	.35
Standard	.30	.25
Mail Size	.25	.22

SPIREA, Van Houttei		
A national favorite.		
Specimen	.30	.25
Standard	.25	.20
Mail Size	.20	.15

SUMAC, Fragrant		
Yellow flowers early, scarlet foliage in fall.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

TAMARIX, Africana		
Feathery green foliage, large clusters pink flowers before leaves.		
Specimen	.45	.40
Standard	.35	.30
Mail Size	.30	.25

TAMARIX, Hispida		
Blue foliage, blooms in June and July.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.35	.30

WEIGELA, Eva Rathke		
Crimson flowers May and June.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.35	.30

WEIGELA, Rosea		
Abundant trumpet shape pink flowers in May.		
Specimen	.50	.45
Standard	.40	.35
Mail Size	.30	.25



Etoile de Hollande



GORGEOUS, COLORFUL FRAGRANT ROSES

2 YEAR NO. 1 FIELD GROWN

Outstanding Varieties Hybrid Teas

Each 60c 6 for \$3.25
12 for \$5.75

Condessa De Sastago—Three-toned, red and copper inside, yellow outside.

Edith Nellie Perkins—Pale salmon overlaid with gold

Editor McFarland—Deepest pink garden rose. Perfectly formed buds clear, brilliant pink; long stems, fragrant. Vigorous, healthy grower.

Mrs. Pierre S. DuPont—Buds are reddish gold, opening into beautiful yellow flowers.

Roslyn—Beautiful tapering buds, large double flowers of golden yellow; one of the finest new yellow roses.

E. G. Hill—Beautiful long buds of perfect form. High centered flower of dazzling scarlet, shading to a deeper red as it develops. Free bloomer.

Rouge Malerin—Scarlet, velvet, double—which does not blue or fade.

Souer Therese—Long, dark yellow buds, free bloomer. Hardy.

Caledonia—Long pointed buds; pure white.

PLANT HEALTH

Kill Insects, Worms, Fungus

NEOSHO ALL-PURPOSE DUST—

Our own special formula. Kills eating insects, such as cut-worms, bag worms and canker worms. Controls fungus diseases, such as mildew and Black Spot. Controls suckling insects, such as Aphis and Red Spider.

Keeps your shrubs, roses, evergreens and perennials in healthy condition. Remember, an ounce of prevention is worth a pound of cure. Start your dusting when leaves appear and continue at regular intervals. Will adhere to foliage better if applied when foliage is damp.

3 lbs. \$1.00

Hybrid Teas

Each 50c 6 for \$2.75
12 for \$4.95

Betty Uprichard—Brilliant copper red buds and semi-double salmon pink flowers, stained with copper pink on the outside. A profuse bloomer and an outstanding variety.

Columbia—Long stemmed pointed flowers of a vivid pink throughout the entire season. Fragrant, and a good, vigorous grower.

Etoile de Hollande—Long pointed buds opening to immense size, velvety crimson and produced with great freedom throughout the season.

Frau Karl Druschki (Snow Queen)—Large snow-white double flowers in June and some in fall. Strong grower.

Hadley—Flowers freely with long pointed buds, rich crimson in color, and sweetly scented.

Kaiserin Augusta Victoria—The best white with soft pearly white blossoms tinted with a slight lemon in center. Fragrant and with beautifully formed flowers on long graceful stems. A strong, free, healthy grower.

Lady Hillingdon—Beautiful apricot-yellow rose with lovely buds and exquisitely formed open blooms produced continuously. A strong, vigorous grower and free flowering.

Luxemburg—A fine, large, fully double, rich golden yellow blossom, vigorous habit.

Mrs. Chas. Bell—A new member of the Radiance family, with lovely shell pink buds and blooms of fine globular form, with shadings of soft salmon, sweetly perfumed.

President Hoover—Large flowers of cerise pink, flame, scarlet and yellow with broad, thick petals; very fragrant. Handsome foliage.

Radiance—Plants of wonderful foliage and vigor, constantly producing large, brilliant rose-pink blooms of excellent globular shape and intense fragrance.

Red Radiance—The same good habit and blooming qualities of Radiance, but a bright cerise-red in color.

Talisman—A glorious multi-colored rose unfolding its broad, thick petals from the beautifully pointed bud. Vivid cerise-pink, softly flamed with yellow, orange and scarlet. Delightfully fragrant.

MULCH WITH PEAT MOSS

To conserve moisture, keep down weeds, winter protection.

60 lb. bag \$1.75
120 lb. bag \$3.00

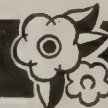
FERTILIZE WITH VIGORO

Keep your roses, shrubs, evergreens and lawn in a thrifty, growing condition . . . with frequent applications of Vigoro. A little fertilizer gets wonderful results.

50c \$1.50 \$4.00



VIGORO for LAWNS, FLOWERS, SHRUBS, TREES, VEGETABLES



TWO-YEAR NO. 1 HARDY FIELD GROWN

Truly are roses the aristocrats of the garden! The soft, blushing beauty of their delicate petals . . . the lovely, alluring fragrance of their perfume . . . gives them a queenly magnificence, beyond the reach of any other plant. And now you can easily grow gorgeous roses . . . by planting Neosho stock. For Neosho roses have been carefully selected and developed for easy-growing characteristics . . . exquisite bloom . . . and fine foliage!

Hardy Climbers

Each 50c 6 for \$2.75 12 for \$4.95

AMERICAN BEAUTY—A strong grower with large flowers of a pleasing rose-pink. Very good for cutting.

AMERICAN PILLAR—A single flowering variety with large flowers of a lively pink with white center and yellow stamens.

MARY WALLACE—The flowers are semi-double, a bright clear rose pink with salmon base. These are often 4 inches across, appearing intermittently throughout the season.

PAULS SCARLET—The most brilliant scarlet semi-double flowers, freely produced. Of strong climbing habit and very hardy.

DR. VAN FLEET—Long pointed buds of a rich flesh-pink. Splendid for cutting.

SILVER MOON—The creamy white buds are long and pointed and open into semi-double white flowers with golden yellow stamens.

JACOTTE—Orange, apricot.

MME. GREGORIE STAECHELIN—Long pointed buds and beautiful pink ruffled petals.

Baby Roses

Each 45c 6 for \$2.50 12 for \$4.45

Here are the ideal roses for bedding purposes. Also are useful in foundation plantings for additional color. They form shapely, compact, bushy plants about 12 or 18 inches high, producing from spring until frost, their clusters of small flowers. Your choice of colors: Red, Pink.

BABY RED—Red.
BABY PINK—Pink.

LARGE FLOWERING POLYANTHA

Each 50c 6 for \$2.50 12 for \$4.95

Hardy as Spirea. Always in bloom. Require no spraying. All they ask is a little cultivation. Plant these roses by the dozen.

ELSE POULSEN—Dusty pink.
GLORIA MUNDI—Orange-scarlet.
LAFAYETTE—Light Cherry.
CECILE BRUNNER—Shell pink.
CHATILLION—Vivid light salmon-pink.

MONTHLY BLOOMING CLIMBERS

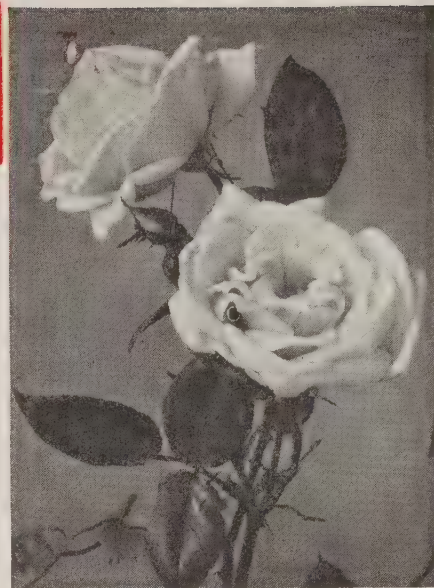
Each 60c 6 for \$3.25 12 for \$5.75

Climbing Columbia—A beautiful vivid pink; fragrant.

Climbing Kaiserin A. Victoria—A soft pearly white, shading to light lemon in center.

Climbing Red Radiance—The same favorite in climbers that it is in the bush rose; unusually thrifty growers of cerise scarlet.

Climbing Talisman—Same as bush only in climbing form.



Hulbert, Oklahoma,
March 20, 1941

"The trees I got last year (1940) from you, I never lost one. They have done fine. I don't know a n y nursery that can compare with your trees, the well rooted system is the life of trees."

Your customer,
Phillip Osage,
Hulbert, Okla.

CHEERFUL NEOSHO EVERGREENS

Neosho Supplies You With Highest Quality Evergreens Direct From the Ground.

Rich shades of green, blue and gold can be had in Evergreens to brighten and beautify the surroundings of your home 365 days out of the year.

We grow our own, they come right from the ground to you, with all their vigor and vitality preserved, and at most reasonable prices for balled and burlapped trees.



JUNIPER

ANDORRA JUNIPER

Low spreading, bluish green, winter color purple.

Each	Each
15-18 in. \$1.35	2-2½ ft. \$2.50
18-24 in. \$2.00	2½-3 ft. \$3.25

ASHFORDI JUNIPER

Slender pyramidal; bluish.

2-3 ft. \$1.95	4-5 ft. \$3.95
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CANNARTI JUNIPER

Pyramidal. Rich, deep green.

4-5 ft. \$5.50	5-6 ft. \$7.00
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CHANDLERS SCOPULORUM

JUNIPER

Pyramidal, silver.

2½-3 ft. \$3.00	3-3½ ft. \$4.00
3½-4 ft. \$4.50	4-5 ft. \$5.25

DUNDEE JUNIPER

Slender pyramidal; deep green winter color purple.

3-4 ft. \$4.00

ELEGANTISSIMA JUNIPER

Broad cone; green with yellow tips.

2-3 ft. \$2.95	3-3½ ft. \$3.75
3½-4 ft. \$5.00	4-5 ft. \$6.00

GLAUCA VIRGINIANA

Broad pyramidal, silvery blue.

3-4 ft. \$4.25	4-5 ft. \$5.50
	5-6 ft. \$7.00

IRISH JUNIPER

Slender pyramid, bluish.

3-4 ft. \$2.95	4-5 ft. \$3.95
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PFITZERS JUNIPER

Upright spreading, gray green.

12-15 in. \$1.00	2-2½ ft. \$2.50
15-18 in. \$1.35	2½-3 ft. \$3.25
18-24 in. \$2.00	3-3½ ft. \$5.00
	3½-4 ft. \$6.00

PLATTE RIVER JUNIPER

Pyramidal green.

4-5 ft. \$3.95	5-6 ft. \$5.25
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SPINY GREEK JUNIPER

Cone, gray blue.

15-18 in. \$1.50	18-24 in. \$2.00
	2-2½ ft. \$2.75

VON EHROH JUNIPER

Irregular, green.

5-6 ft. \$6.00

MARSHALL'S SCOPULORUM

Pyramidal, silver.

6-7 ft. \$8.00	7-8 ft. \$10.00
	8-9 ft. \$12.00

MEYERI JUNIPER

Dwarf, irregular; silvery blue.

18-24 in. \$3.35	2-2½ ft. \$4.00
	2½-3 ft. \$5.00

PINE

AUSTRIAN PINE

Long needles; dark green.

3-4 ft. \$3.50

MUGHO PINE

Dwarf globe.

15-18 in. \$1.95

SCOTCH PINE

Broad cone, green.

2-3 ft. \$1.95	3-4 ft. \$2.95
4-5 ft. \$3.95	5-6 ft. \$5.95
	6-8 ft. \$7.95

WESTERN PINE

Broad cone; green.

4-5 ft. \$3.25	5-6 ft. \$4.95
	6-8 ft. \$6.95

SPRUCE

BLACK HILL SPRUCE

Symmetrical, compact; green to Bluish tint.

2-3 ft. \$2.95

COLORADO GREEN SPRUCE

Broad base pyramidal; green.

2-3 ft. \$2.95

MOERHEIM BLUE SPRUCE

Broad cone; brilliant blue.

2½-3 ft. \$10.00	3-3½ ft. \$12.50
	3½-4 ft. \$15.00



Here's an attractive setting of evergreens. The scene will be much more beautiful when the ground is covered with snow.

BRIGHTEN THE WINTER LANDSCAPE

Favorable climatic conditions, rich soil and a long growing season are combined here at Neosho in our Nurseries to promote rapid growth of beautiful, hardy specimen Evergreens. They are frequently root pruned to make them transplant easily, and they are dug with a generous ball of earth and carefully burlapped to insure success in transplanting. When you buy Evergreens from Neosho you get better developed trees that insure satisfactory results.

ARBOR VITAE Broadleaf Evergreens

AMERICAN PYRAMIDAL A. V.

Hardy, slender, dark green.
2-3 ft. \$1.75

AUREA CONSPICUA A. V.

Broad pyramidal; green with gold edges.
3-4 ft. \$2.95 4-5 ft. \$3.95

BAKER'S PYRAMIDAL A. V.

Bright green.
2-3 ft. \$1.75 3-3½ ft. \$2.50
3½-4 ft. \$2.95

BERCKMAN'S GOLDEN A. V.

Cone; bright green with gold edges.
15-18 in. \$1.50 18-24 in. \$1.95
2-2½ ft. \$2.75

CEDRUS ATLANTICA GLAUCA

Spreading conical, bluish green.
6-8 ft. \$10.00 8-10 ft. \$12.00
10-12 ft. \$15.00

Broadleaf Evergreens

ABELIA GRANDIFLORA (Not B&B)

Small white trumpet blossoms all summer.
18-24 in. \$0.98

BOXWOOD SEMPERVIRENS

Dense, small dark green foliage.
18-24 in. \$3.00

EUONYMUS PATENS

Compact shrub with orange berries.

15-18 in. \$1.00 18-24 in. \$1.40
2-2½ ft. \$1.75

MAHONIA (Oregon Holly)

Yellow blossoms, blue berries.
15-18 in. \$1.50 18-24 in. \$2.00
2-2½ ft. \$2.50

MAGNOLIA GLAUCA

Shrubby little tree, bluish glossy leaves, scented white flowers in May-June.

3-4 ft. \$4.00 5-6 ft. \$7.50

NANDINA DOMESTICA

Foliage red in winter; clusters red berries.

18-24 in. \$1.95 2-3 ft. \$2.75

PYRACANTHA COCCINEA

Dense dwarf, thorny plant; orange berries.

15-18 in. \$1.95

VIBURNUM CARLESI

(Not evergreen.) Waxy pink fragrant flowers May. Low grower.

18-24 in. \$2.35 2-2½ ft. \$2.95
2½-3 ft. \$3.50





Peony

CANNAS

- KING HUMBERT (Red)**—Bronze foliage, 4'.
KING HUMBERT (Yellow)—Bronze foliage, 4'.
PRESIDENT—Scarlet, large flowers, green foliage, 4'.
SHENANDOAH—Salmon pink, bronze foliage, 4'.
WINTZER'S COLOSSAL—Vivid scarlet, green foliage, 5'.
 3 for 40c 6 for 70c 12 for \$1.25

CALADIUM

- (Elephant Ear)**
 3 for 50c 6 for 85c

GLADIOLI

- PELEGRINA**—Dark blue, early.
MRS. FRANK PENDLETON—Pink.
BERTY SNOW—Lavender, lovely.
PICARDY—Delightful shrimp pink; large.
BETTY NUTHALL—Glowing orange pink with soft, yellow throat.
GOLDEN FRILLS—Rich yellow, early.
 6 for 35c 12 for 60c 25 for \$1.00
COMMANDER KOCHL—World's finest dark red.
RED PHIPPS—Soft warm red.
ALBATROS—Pure white.
 6 for 40c 12 for 70c 25 for \$1.25

GLADIOLI

RAINBOW COLLECTION

Complete color assortment—Our selection of varieties

25 for — — — 95c

LILIES

- Regal Lily**, 7-9 in. bulbs, each___\$0.25
White Day Lily, each _____ .35
Emerald Lily, 6-8 in. bulb, each___ .30
Fire Lily, each _____ .25
Lily of the Valley (clumps of 10 pips) 3 clumps for _____ 1.00

STRONG VIGOROUS BULBS BRING QUICK RESULTS •

PEONIES

There's a wealth of varieties to select from in this group. Healthy, strong, vigorous bulbs that thrive and bloom for years,

	Each
AVALANCHE —A beautiful, large, free blooming white, late_____	\$0.50
AUGUSTIN D'HOUR —Solferino red; extra large, midseason_____	.85
COURONNE D'ORS —A crown of gold and white_____	.40
DELACHEI —Dark purplish red_____	.50
DUCHESS DE NEMOURS —White, green tips at center_____	.40
DUC DE WELLINGTON —Fragrant, large white flowering_____	.40
DUCHESS DE ORLEANS —Midseason, pink_____	.40
EUGENE VERDIER —Large, late pink of unusual beauty_____	.65
FELIX CROUSSE —A brilliant ruby red, large, late R. 84_____	.50
EDULIS SUPERBA —Early, clear deep pink. Rating 76_____	.40
FESTIVA MAXIMA —Double white with carmine tips. R. 93_____	.40
KARL ROSENFELD —Crimson, mid-season; red. Rating 88_____	.50
MEISSONIER —Reddish purple, mid-season_____	.50
MME. JULES DESSERT —Salmon white; mid-season. Rating 92_____	.85
RICHARD CARVEL —A very early, large crimson_____	.85
THERESE —Extra large shell pink; almost perfect. Rating 98_____	1.00
WALTER FAXON —A vivid, bright pink; extra large.—R. 93_____	1.00

IRIS

- Varieties**
- | Per 3 | Per 12 | Per 25 |
|-------|--------|--------|
| .35 | \$1.10 | \$1.95 |
- BLACK PRINCE**—dark purple.
CELESTE—asure blue.
LENT A. WILLIAMSON—violet, golden beard.
MADAM CHOBOUT—orange and red.
PERFECTION—purple and lavender.
QUEEN CATERINA—pale violet.
QUEEN OF MAY—rose and lilac.
SAN SOUCI—yellow and brown.
SHERWIN WRIGHT—golden yellow.

- APACHE**—coppery red.
AUTUMN KING—purple (fall blooming)
FRIEDHA MOHR—deep pink.
MOTHER OF PEARL—pale lavender.
OPERA—violet red.
SUSAN BLISS—pink tones.
DAUNTLESS—pure red tones.

Oriental Iris

Per 3	Per 6
.65	\$1.10

White Crimson, Purple and Blue

DWARF IRIS—purple and yellow.

Per 3	Per 6
.40	.75

Prize Winners

Per 3	Per 12
.45	\$1.60

SIBERIAN—blue; narrow leaves.
AMBASSADEUR—velvety purple.

PRIZE-WINNING DAHLIAS

Each 40c	Per 3 \$1.00	Per 6 \$1.75	Each 60c	Per 3 \$1.50	Per 6 \$2.75
LA TORREADOR —red, medium size.					
JERSEY BEACON —orange scarlet, formal, decorative; 6-8 in. blossoms.					
MARGARET WOODROW WILSON —creamy white, pink back; dependable. 6-8 in. blossoms.					
JANE COWL —informal, decorative; bronze-buff and salmon. 8-10 inch blossoms.					
MRS. IDA DE VER WARNER —informal, decorative; bright lilac-rose. 6-8 in. blossoms.					
SAGAMORE —formal, decorative; gold. 6-8 inch blossoms.					
EDNA FERBER —cactus type, glistening coral shading to old gold, petals twisted. 8-10 inch.					
FORT MONMOUTH —cactus type, giant, rich crimson-maroon. Twisted petals. 8-10inch.					
DAHLIA COLLECTION (Unnamed mixed) 10 for \$1.35					



FREE!

A Landscape Plan to Fit Your Own Grounds

Our Mr. M. Vaughn Woodard is at your service.

Send us the following data and it will be given our immediate attention.

Just make a rough sketch (need not be drawn to scale) showing this information.

(1) All dimensions of building and lot. (2) Location of buildings and trees on lot. (3) Points of compass. (4) Location of drives and walks. (5) Where windows on first floor and basement are placed. (6) Any other information or kodak views which will help us in visualizing grounds.

Accompany your request for a Landscape Plan with a deposit of \$5.00. This will be credited in full on your first order of plant material to the amount of \$15.00 or more.

**A
Plan
Like This
Is Easy
To Obtain
FREE**

PRUNING

The object of pruning is to maintain the natural form and to preserve the flower and fruit bearing wood. Shrubs that bloom in spring or early summer should be pruned within two weeks after flowering. Those that bloom in late summer or fall, like Althea, Butterfly Bush, Hydrangeas and Snowberry should be pruned in late winter or early spring before growth starts.

The Hydrangeas are pruned lightly for numerous small blossoms and are cut back severely if larger but fewer flowers are desired.

Butterfly Bush and Desmodium usually die back to the ground, so the tops should be cut off entirely in late winter. The tops spring up quickly and make nice bushy specimens.

Shrubs valued for colored bark like Siberian Dogwood (Cornus alba Siberica), Globe Flower (Kerria Japonica), etc., should have some of the older canes removed each spring to encourage new growth, which has the best color.

Lilacs and flowering Dogwood (Cornus Florida) should not be pruned except to remove dead or diseased branches.

Most pruning may be confined to removing dead wood, cutting out short weak growth and heading back branches that are too long and tend to destroy the natural form of the shrub.

With old shrubs it may be necessary to cut out the old wood down to the base of the plant, encouraging the new growth from the roots.



An Outdoor Living Room

NEOSHO HEDGE PLANTS

AMUR RIVER (North) THOMPSENS and IBOLIUM

Hardy, good foliage which is rich green. Can be trimmed in any shape or height. Plant 8 to 10 inches apart.

	Per 25	Per 50	Per 100
12-18 in. -----	\$1.75	\$2.95	\$4.95
18-24 in. -----	2.25	3.75	5.95
2-3 ft. -----	2.75	4.75	7.95

CALIFORNIA PRIVET

Has rich glossy green foliage which stays very late in the fall. One of the best plants for trimmed hedges. Not hardy north of Kansas City, Missouri. Plant 8 to 10 inches apart.

	Per 25	Per 50	Per 100
12-18 in. -----	\$1.50	\$2.50	\$3.95
18-24 in. -----	1.75	2.95	4.95
2-3 ft. -----	2.25	3.75	5.95

BARBERRY GREEN

Makes good trimmed or untrimmed hedge. Its thorns make it a very effective barrier. The hardest of the low hedges. Foliage turns orange and red in fall and carries bright red berries all winter. Plant 18 inches apart.

	Per 25	Per 50	Per 100
12-15 in. -----	\$2.25	\$3.95	\$6.95
15-18 in. -----	2.95	5.50	9.95
18-24 in. -----	3.75	6.45	11.95

SPIREA VAN HOUTTEI

Nothing is more beautiful than a hedge of Spirea in full bloom. It also has very good foliage through the summer. Best used as untrimmed tall hedge. Plant 2 ft. apart.

	Per 25	Per 50	Per 100
12-18 in. -----	\$2.50	\$4.50	\$7.95
18-24 in. -----	2.95	5.50	9.95
2-3 ft. -----	3.75	6.45	11.95

HONEYSUCKLE TARTARIAN

For a quick growing, tall hedge this is ideal. Good foliage, pink blossoms, red berries. Hardy. Plant 3 ft. apart.

	Per 10	Per 25
18-24 in. -----	\$1.95	\$3.75
2-3 ft. -----	2.50	4.95
3-4 ft. -----	2.95	6.95

SPIREA THUNBERGI

Makes a beautiful untrimmed hedge 4-6 ft. tall. Soft feathery bright green foliage. Small white blossoms in early spring. Plant 2 ft. apart.

	Per 25	Per 50	Per 100
18-24 in. -----	\$4.50	\$8.25	\$14.95

NEOSHO ORNAMENTAL



Sugar Maple

ASH, MOUNTAIN, EUROPEAN (*Sorbus Aucuparia*)—20' to 30'—Handsome foliage turning to orange-scarlet in fall. The white flowers appearing in May are followed by large clusters of red fruits which remain most of the winter.

4-5 ft. \$1.50
5-6 ft. 1.95
6-8 ft. 2.35

ASH, WHITE (*Fraxinus Americana*)—50' to 60'—One of the most desirable trees for landscape and street planting. The trunk is straight and smooth. Exceptionally clean and rapid growing, with handsome foliage which in autumn colors a mellow gold tinged with bronzy purple.

5-6 ft. \$.80
6-8 ft. 1.15
8-10 ft. 1.50

AMERICAN LINDEN—

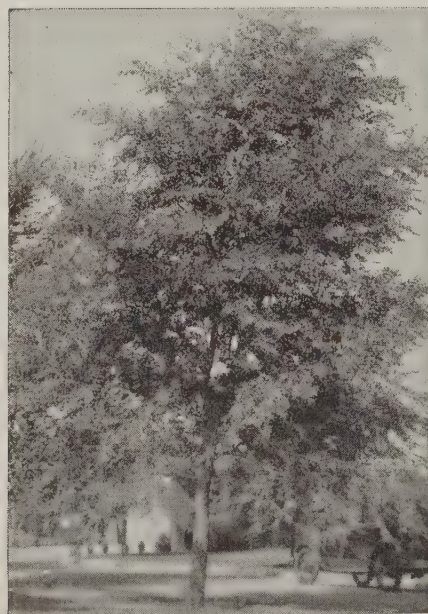
5-6 ft. \$1.25

BIRCH (*European White*)—A graceful weeping, specimen tree with white curling bark.

6-8 ft. \$2.25
8-10 ft. 2.75
10-12 ft. 3.25

BOX ELDER—40' to 50'—A hardy fast growing tree suitable for poor ground and dry locations.

6-8 ft. \$1.00
8-10 ft. 1.35
10-12 ft. 1.65



Regular Chinese Elm, 5 years old

FREE SHADE TREES CAN BE HAD FOR THE DIGGING AND HAULING. Did it ever occur to you to go out in the woods and dig a shade tree yourself, or to hire someone to do so for you? Why not? The tree itself will cost you nothing and your only expense is the cost of digging and hauling. It would be a great idea if they would only grow, but experience will prove that only one out of ten woods-dug trees grow, because you cannot get an adequate root system with them. In the nursery row we not only prune the top to make them shapely, but we root-prune our trees so that we develop a root system in close to the trunk; that enables us to deliver to you a tree that can be successfully transplanted. So for the sake of economy and results as well buy—Neosho Nursery Grown, Root-Pruned Shade Trees.

UMBRELLA CATALPA (*Catalpa Bignonioides Nana*)—10' to 12'—A round headed tree, the top being umbrella shaped. Leaves are large and make a dense shade. Ideal for formal or balanced plantings. Can be kept compact and symmetrical by small amount of trimming.

1 yr. Heads, 4 1/2 ft. stems, Ea. \$1.35
2 yr. Heads, 5 ft. stems, Ea. 1.75

DOGWOOD, WHITE FLOWERING (*Cornus Florida*)—20' to 25'—Few trees in the middle west can compare with the beauty of the Dogwood in full bloom. Flowers immense, a clear white, 3 in. across and are produced in great abundance before leaves appear. Foliage grayish green, turning to blood red in fall.

2-3 ft. each \$1.00
3-4 ft. each 1.35
4-5 ft. each 1.75

(Balled and Burlaped 25c Extra)

DOGWOOD, RED FLOWERING (*Cornus Rubra*)—Same in habit of growth and flower as White Dogwood, excepting flower is beautiful pink. Very showy.

2-3 ft. each \$1.75

ELM, AMERICAN (*Ulmus Americana*)—80' to 100'—A noble native tree of majestic height and graceful drooping branches with handsome leaves. One of the best types of wide spread shade in the yard. Indispensable for park and avenue plantings.

5-6 ft. each \$.75
6-8 ft. each 1.15
8-10 ft. each 1.50
10-12 ft. each 1.75

BUDDED BROADLEAF CHINESE

ELM—A beautiful upright fast growing symmetrical Chinese Elm that we originated here on our own grounds. The trees are all true to this type since we grow them from buds.

5-6 ft. each \$.90
6-8 ft. each 1.15

BUDDED SMALL LEAF CHINESE ELM—A select strain of the small leaf type which are also grown from buds and true to type.

5-6 ft. each \$.65
6-8 ft. each .90
8-10 ft. each 1.25
10-12 ft. each 2.00

REGULAR CHINESE ELM (*Ulmus Pumila*)—30' to 50'—A very fast grower, enduring drought and extremes of temperature, very free from disease and insect injury. Leaves out early in spring and sheds them late in fall. Leaves smaller, branches more slender than American Elm. Hardy.

4-5 ft. each \$.35
5-6 ft. each .50
6-8 ft. each .80
8-10 ft. each 1.25
10-12 ft. each 2.00

ELM, MOLINE (*Ulmus Moline*)—60' to 80'—Fast growing, more erect and compact than American Elm. Large leaves, smooth bark.

5-6 ft. each \$.80
6-8 ft. each 1.25
8-10 ft. each 1.60

FLOWERING CRAB, BECHTELS (*Malus loensis*)—10' to 15'—Forms a rounded compact low tree, which is a profusion of double pink, fragrant flowers in May. Foliage is attractive and ornamental, fruits follow the flowers. Useful as specimen or in tall shrub groups.

2-3 ft. each \$.75
3-4 ft. each 1.00
4-5 ft. each 1.50

FLOWERING CRAB, Hopa, Redvein—A quick grower with single red flowers.

4-5 ft. each .75
5-6 ft. each 1.00

RUSSIAN OLIVE, ELEAGNUS—Attractive silver gray leaves, grayish white berries. Desirable for mass planting. Used frequently for hedges and wind-breaks. Very hardy.

2-3 ft. \$.40
3-4 ft. .60

FLOWERING PEACH—Small tree with bright red blossoms in early spring.

3-4 ft. \$.35
4-5 ft. .50
5-6 ft. .70

HACKBERRY—Elm shaped tree with light green foliage that thrives on thin soil and withstands hot and dry conditions.

5-6 ft. each \$1.00
6-8 ft. each 1.25

MULBERRY RUSSIAN (*Morus Alba Tatarica*)—20' to 25'—Small white or black fruits. Use for hedges or wind-breaks. Very hardy.

6-8 ft. each \$1.00
8-10 ft. each 1.25

MAPLE, HARD OR SUGAR (*Acer Saccharum*)—60'—We believe this is the king of shade trees. Straight and symmetrical, resistant to diseases and long lived. Its handsome foliage is a blaze of color in the fall. Cannot be excelled for street and lawn planting. While its growth is not as rapid as many softer wooded trees, it is much more permanent and desirable.

5-6 ft. each \$1.50
6-8 ft. each 2.00
8-10 ft. each 2.95



AND SHADE TREES

TREES form the walls of our outdoor living rooms . . . where we may rest and relax. They are indispensable in the scheme of landscaping . . . and bring treasured shade and coolness. Neosho Shade and Ornamental Trees offer the widest variety in form, coloring, and beauty of flower and fruit!

And whether you plant one or many Neosho trees . . . you can feel certain they will make strong, vigorous growth . . . increasing in beauty from year to year. That's because Neosho Shade and Ornamental Trees are selected as to variety and stock for rapid growth and resistance to blight. All Neosho Trees are straight and shapely, the larger sizes well branched. Roots are heavy and carefully dug. Every item offers exceptional value. Choose Neosho trees, and you will be assured "Growing Satisfaction"!



NORWAY MAPLE—A large, handsome round headed hard Maple with deep, rich green foliage turning yellow in fall.

6-8 ft. each \$2.00
8-10 ft. each 2.95
10-12 ft. each 3.45

MAPLE SILVER—Called Soft Maple. A rapid grower.

6-8 ft. each \$.90
8-10 ft. each 1.25
10-12 ft. each 1.50

OAK, PIN (*Quercus Palustris*)—30' to 60'—A charming medium size cone shaped tree, distinguished by its straight trunk, the drooping tendency of its lower limbs and its fine, sharply pointed, deeply cut leaves. Long lived and a fast grower in moist soils.

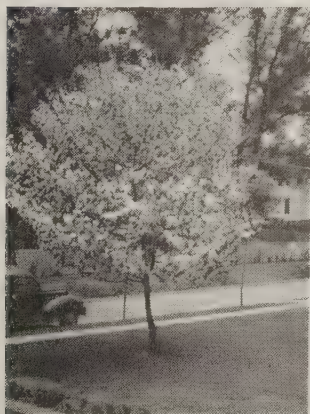
5-6 ft. each \$1.50

PLUM, PURPLE LEAVES (*Prunus Pissardi*)—10' to 12'—Low growing tree or tall shrub. Can be used either as specimen or in shrub groups for accent. Leaves are rich reddish-purple all summer.

4-5 ft. each \$.75
5-6 ft. each 1.25

POPLAR, LOMBARDY (*Populus Nigra Italica*)—60'—A narrow, steeple-like tree, strikingly picturesque, valuable as specimens, as screens, in mixed plantings for contrast with broader trees and behind buildings. Rapid growing.

4-5 ft. each \$.25 3 for \$.65
5-6 ft. each .40 3 for 1.05
6-8 ft. each .50 3 for 1.35
8-10 ft. each .75 3 for 1.95



Bechtel Crab

POPLAR, BOLLEANA—A fast growing type of slender column-shape, with silver foliage. The hardest of all the Poplars.

4-5 ft. each \$.50

PERSIMMON, AMERICAN—

4-5 ft. each \$1.00

RED BUD (*Cercis Canadensis*)—15' tall, with irregular shape and large, round, dark green leaves. Flowers appear before the leaves and are an unusual shade of dark pink.

4-5 ft. each \$.75
5-6 ft. each 1.00
6-8 ft. each 1.35

SWEET GUM (*Liquidambar*)—A beautiful, symmetrical pyramidal tree, foliage similar to hard maple. Turns deep crimson in fall. Prune heavy when transplanting.

Balled & Burlapped
4-5 ft. each \$2.00
5-6 ft. each 2.50
6-8 ft. each 3.00

SYCAMORE OR PLANE TREE (*Platanus Occidentalis*)—100'—A handsome large tree, with branches creamy white in winter. Leaves are large. Stands smoke and gas of cities well.

5-6 ft. each \$1.00
6-8 ft. each \$1.25
8-10 ft. each 1.75

SMOKE TREE OR PURPLE FRINGE—Well known variety which at a distance when in bloom looks like smoke.

2-3 ft. each \$1.00

SILK TREE (*Mimosa Albizzia*)—A rapid grower, spreading branches, low flat-topped head, feathery foliage, pink flowers in large heads for several weeks.

3-4 ft. each \$1.00
6-8 ft. each 2.00

THORN, PAUL'S DOUBLE SCARLET (*Craetagus*)—12' to 15'—Deep crimson double flowers.

4-5 ft. each \$1.50
5-6 ft. each 2.00

THORN (*Coccinea, Cordata, Crusgalli*)

4-5 ft. each \$2.00
5-6 ft. each 2.50

WILLOW, PUSSY (*Salix Discolor*)—15' to 20'—This tree produces in early spring showy catkins that are very ornamental. Best grown in bush form. Makes ideal background for rock garden.

3-4 ft. each \$.30
4-5 ft. each .45
5-6 ft. each .60

WEeping WILLOW, WISCONSIN (*Salix Blanda*)—25' to 40'—A hardy tree with slender drooping branches.

5-6 ft. each \$.75
6-8 ft. each 1.00
8-10 ft. each 1.45

WILLOW, GOLDEN WEeping (*Salix Niobe*)—20' to 30'—Golden bark, drooping branches.

5-6 ft. each \$.75
6-8 ft. each 1.00
8-10 ft. each 1.45

WAVY LEAF WILLOW—A novel new introduction. A hardy erect growing willow with long narrow, wavy leaves. Very graceful.

5-6 ft. each \$1.00
6-8 ft. each 1.40
8-10 ft. each 1.75

WHITE FRINGE (*Chionanthus Virginica*)—15' to 25'—Has large clusters of feathery white flowers in May, followed by bluish-black berries. Leaves large and attractive. Can be used as shrub borders where height is desired.

3-4 ft. each \$1.35

SUMAC—Staghorn or Smooth.

6-8 ft. each \$.75
8-10 ft. each 1.25



A Charming Garden Arrangement

PLANTING AND AFTER CARE

TREES

Be generous in digging the hole for your tree. Get good soil to tamp about the roots.

Trees from the nursery are best because they have been transplanted and have more roots near the trunk.

Cut off the ends of the roots smoothly as this freshly cut surface facilitates growth of new rootlets.

Pruning at planting time should be confined to removal of some of the limbs. It is a mistake to cut back the leader although this can be safely done with certain kinds, such as Box Elder, Poplars, Soft Maple, Magnolia, Tulip established prune only to preserve the natural habit of the variety. All cuts should be made close to and parallel to the trunk or to the branch remaining.

It is indeed a sad sight to see noble Elms, Sugar and Norway Maples and Oaks dehorned. If you hire anyone to prune your trees make him tell you exactly how and what he is going to cut.

Trees 8-10 ft. in size or larger should be staked to prevent swaying until roots are well established.

THE PLANTING OF BALLED AND BURLAPPED EVERGREENS

When trees have been a long time in transit and have dried out somewhat, it is a good plan to submerge each earth ball in a tub of water until water has thoroughly penetrated the ball and reached the roots of the tree—do not remove the burlap to do this.

If planting cannot be done immediately when trees arrive, wet them as described and set somewhere out of the sun and wind—cover earth balls with damp straw or leaves.

Before digging holes, first arrange trees in their proposed location, move them around until desired effect is obtained. Remember not to crowd trees too closely.

Leave the tops tied up until the tree is planted.

Leave the burlap on the earth ball as a protection in handling. It soon rots away.

Dig the hole a foot deeper and wider than necessary to admit ball. If soil is not good garden soil, fill it with good soil and **PACK DOWN FIRMLY**. The burlap can be loosened from around stem and surplus cut off.

Fill hole three-fourths full of soil to pack firmly, water and fill rest of hole with loose dirt. Start feeding tree with applications of liquid manure three or four times the first month or two after transplanting.

A three or four inch mulch of peat moss will be found beneficial.

Water thoroughly once each week first month of planting and once every two weeks thereafter.

MOST IMPORTANT

Evergreens are used extensively in Foundation plantings where wide overhanging eaves often prevent their getting moisture from the natural rainfall. Also concrete and rock foundations adjoining have a tendency to rob the adjoining soil of moisture. So be sure your evergreens are frequently watered if necessary, and bear in mind that since they are evergreen and never go dormant like other plants that they need the moisture 12 months out of the year. So it is just as important that you keep them well watered in the fall and winter.

SHRUBS

A shrub or plant crowded into a hole dug out of the sod cannot be expected to produce satisfactory results. Beds should be dug at least a foot deep and the soil made loose and friable, unless the soil contains plenty of fertility, well-rotted manure should be thoroughly mixed with the dirt, but never put in contact with the roots.

Some "puddle" roots to prevent drying out from sun or wind. This is dipping roots in a molasses-like mixture of water and loamy soil.

Cut off bruised or broken roots smoothly.

Set plants about same depth as they stood in nursery. In lighter soil plant a little deeper.

Pack good soil firmly about roots. Wet the soil, if needed, when hole is partly filled. Then shortly after, unless ground is moist, shrubs should be watered, but in heavy soils too much water will injure the plants.

Leave soil level with surface of ground, except a ring of dirt may be left to form a basin for watering.

AFTER CARE OF SHRUBS

Keep surface soil loose and moist and at even temperature by a 3 to 4-inch mulch of manure or by keeping a dust mulch by repeated cultivations. During a drought year, water thoroughly, even though mulch is applied.

PRUNING

The object of pruning is to maintain the natural form and to preserve the flower and fruit bearing wood. Shrubs that bloom in spring or early summer should be pruned within two weeks after flowering. Those that bloom in late summer or fall, like Althea, Butterfly Bush, Hydrangeas and Snowberry, should be pruned in late winter or early spring before growth starts.

The Hydrangeas are pruned lightly for numerous small blossoms and are cut back severely if larger but fewer flowers are desired.

Butterfly Bush and Desmodium usually die back to the ground, so the tops should be cut off entirely in late winter. The tops spring up quickly and make nice bushy specimens.

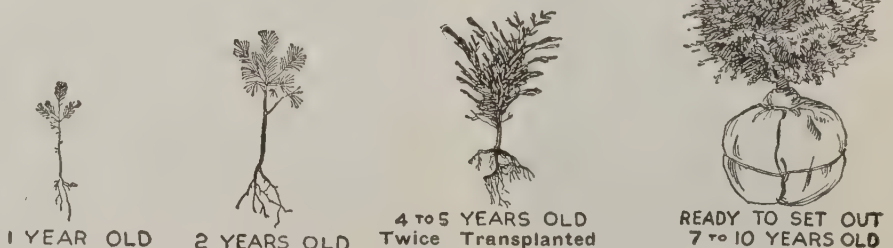
Shrubs valued for colored bark like Siberian Dogwood (*Cornus alba Siberica*), Globe Flower (*Kerria Japonica*), etc., should have some of the older canes removed each spring to encourage new growth, which has the best color.

Lilacs and flowering Dogwood (*Cornus Florida*) should not be pruned except to remove dead or diseased branches.

Most pruning may be confined to removing dead wood, cutting out short, weak growth and heading back branches that are too long and tend to destroy the natural form of the shrub.

With old shrubs it may be necessary to cut out the old wood down to the base of the plant, encouraging the new growth from the roots.

One reason Evergreens are more expensive than shrubs. This illustration shows how long it takes to grow an Evergreen correctly.



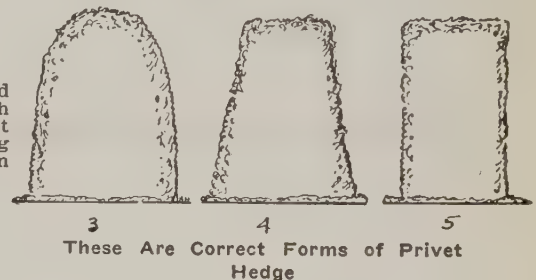
HEDGES

HOW TO PLANT PRIVET

Plants can be set eight inches to a foot apart in the row. Where a very dense hedge is desired, the plants can be set in a double row, each plant one foot and the rows also one foot apart.

In preparing the ground, dig a trench a foot or more deep and set the plants six to eight inches deeper in the ground than they were in the nursery. This will bring three or four of the branches below the surface, which after the first year, will make roots of their own, giving a dense solid growth.

Mound the dirt up six or eight inches above the level of the ground, to prevent the tops drying out. Rake this off when the buds start to open. Cut tops off 4 inches above ground.



TRIMMING HEDGE

The Privet takes readily to shearing. By using the shears repeatedly throughout the summer, trimming the new shoots, while they are tender and soft, the hedge can be trained into any of these formal shapes.

BULBS FOR FALL PLANTING

Plant in October or November in deep, well-drained rich soil. Hyacinths, Tulips, Narcissus, Jonquils, are set 4 to 6 inches apart. Cover Tulips 4 inches deep, other kinds 5 inches. Put a handful of sand under each bulb when planting. Mulch with straw or leaves 4 to 6 inches after ground is frozen. Remove the mulch carefully in spring before warm weather.

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BALLOON FLOWER (Platycodon)—Bell-shaped flowers, deep blue, on 20" spikes all summer.

CERASTIUM TOMENTOSUM (Snow-in-Summer)—A low growing plant with silvery white foliage, snow white flowers in May.

CLOVE PINKS (Dianthus)—Rich colored flowers on spikes 12" to 18" high. Glaucous green foliage. Blooms all summer if flowers are cut.

COLUMBINE (Aquilegia)—Perennial of various colors, blooming in spring. Plant in partial shade 12" apart. Blue yellow or red and yellow.

COREOPSIS (Tickseed)—Large bright yellow, daisy-like flowers from June through August. One to two feet high.

DELPHINIUM GOLD MEDAL HYBRIDS—Mixed colors.

EUPATORIUM COELESTINUM (Hardy Ageratum)—Light purple flowers. Flowers from August until frost. 12" to 24".

SHIRLEY HYBRIDS FOXGLOVE (Digitalis)—Flower heads over 3' long crowded with bell-shaped blossoms in colors from white and shell pink to deepest rose in June and July.

GAILLARDIA (Blanket Flower)—Large daisy-like flowers, brilliant yellow at tips shading to maroon at center, profusely borne on strong stems 2 to 3 ft. high.

HOLLYHOCKS—Double, Old-fashioned flower. Yellow, pink, red, white. 6' to 8' tall.

LEMON LILY (Hemerocallis)—Sweet scented, clear yellow lily-like flowers on erect stems 2' to 3' high in June, and July.

LINUM FLARUM (Flax)—Free flowering, transparent yellow blossoms. Dry, sunny location.

ORNAMENTAL GRASS (Eulalia Japonica)—Long narrow, graceful foliage, 6-7'.

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PHLOX—Large flower heads of various brilliant colors. Never let go to seed. In these four beautiful varieties:

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SHASTA DAISY—Large white flowers on long stems from June through July.

STOKESIA—Cornflower Aster. China Aster-like flowers that appear late in the season on erect leafy stems 1' to 2' high. July through October.

SWEET PEA—Hardy. Trailing habit. Pink, white or red.

SWEET WILLIAM (Dianthus Barbatus)—Brilliant flower heads of pink, white and crimson shades. 10" to 18" high in May and June.

VIOLETS (Hardy)—Sweet scented. Long stems. Heavy foliage.

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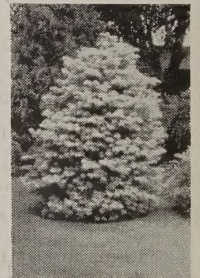
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